OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

NATION 1
Base : All respondents

REGION/ NATION 6
Base : All respondents

S4. AGE OF RESPONDENT 12
Base : All respondents

S5. GENDER 17
Base : All respondents

S6. SOCIO-ECONOMIC GROUP 22
Base : All respondents

S7. EMPLOYMENT STATUS OF RESPONDENT 27
Base : All respondents

Q1. Which of these services that are paid for by your or someone else in your household do you or does your household have? 32
Base : All respondents

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use? 37
Base : All respondents

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV? 42
Base : Those responsible for the household's TV service

Q4B. Which one of these is the main type of TV service watched on the household's main TV set? 52
Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device? 62
Base : All respondents

Q6A. Which provider do you use for your Mobile Phone service? 72
Base : Those responsible for a mobile phone

Q6B. Which provider do you use for your Landline phone or line rental service? 82
Base : Those responsible for the household's landline service

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you? 92
Base : Those responsible for the household's landline service

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you? 97
Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you? 102
Base : Those responsible for the household's landline service responding they are out of contract

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them? 107
Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services? 112
Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - LANDLINE 117
Base : Those responsible for the household's landline service

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE 124
Base : Those responsible for the household's landline service

Q6C. Which provider do you use for your Fixed Broadband service? 129
Base : Those responsible for the household's fixed broadband service

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you? 139
Base : Those responsible for the household's fixed broadband service

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you? 144
Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you? 149
Base : Those responsible for the household's fixed broadband service responding they are out of contract

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them? 154
Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services? 159
Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND 164
Base : Those responsible for the household's fixed broadband service

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND 173
Base : Those responsible for the household's fixed broadband service

Q6D. MAIN BROADCAST TV SERVICE PROVIDER 178
Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you? 183
Base : Those responsible for the household's Pay TV service

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you? 188
Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you? 193
Base : Those responsible for the household's Pay TV service responding they are out of contract

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them? 198
Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services? 203
Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - PAY TV 208
Base : Those responsible for the household's Pay TV service

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV 215
Base : Those responsible for the household's Pay TV service

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY 220
Base : Those responsible for the household's Triple Play package (SIMPLE)

SUMMARY OF CONTRACT STATUS - DUAL PLAY 225
Base : Those responsible for the household's Dual Play package (SIMPLE)

Q6E. STREAMING SERVICE PROVIDERS 230
Base : Those with any paid streaming services for TV programmes or films/ OTT services

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 240
Base : All respondents

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 250
Base : Those using the same provider for 2-4 services - Bundle 1

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 260
Base : All respondents

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 265
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 270
Base : All respondents

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE 280
Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES 290
Base : All respondents

Q8A. Thinking about these services, do you regard them as a package of services or as individual services? 295
Base : Those using the same provider for 2-4 services - Bundle 1

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)? 300
Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

Q8C. Thinking about these services, do you regard them as a package of services or as individual services? 306
Base : Those using the same provider for an additional 2 services - Bundle 2

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1 311
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

BUNDLE 1 PROVIDER 321
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 2 331
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

BUNDLE 2 PROVIDER 336
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE 341
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 351
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 361
Base : All respondents

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? 366
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? 376
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 381
Base : All respondents

Q12. In a typical week, how often is your landline used to make or receive calls? 386
Base : Those responsible for the household's landline service

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 389
Base : Those responsible for the household's landline service

Q21. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 392
Base : Those responsible for the household's landline service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 395
Base : Those responsible for the household's landline service

Q24. Did you contact your provider to receive a discount or did they contact you? 401
Base : Those who have received a discount from their landline service provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 404
Base : Those who have added extra or improved services with their landline service provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 407
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 410
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 416
Base : Those responsible for the household's landline service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 422
Base : Those responsible for the household's landline service

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 425
Base : Those responsible for the household's landline service

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time? 428
Base : Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 432
Base : Those responsible for the household's landline service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 435
Base : Those responsible for the household's landline service

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 438
Base : Those responsible for the household's landline service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 441
Base : Those responsible for the household's landline service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 444
Base : Those responsible for the household's landline service

Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service? 447
Base : All responsible for the household's landline service

Q28B. Which provider did you previously use for your landline service? 450
Base : All responsible for the household's landline service

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 456
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. 459
Base : Those who have ever changed supplier for the household's landline service

Q29B. How long has (PROVIDER) been providing your landline service? 462
Base : All responsible for the household's landline service

Q29C. How many times have you changed the provider you use for your landline service? This may be at the same time as moving home. 465
Base : Those who have ever changed supplier for the household's landline service

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)? 468
Base : Those responsible for a mobile phone

Q13A. How long have you had the (main) mobile phone handset that you currently use? 472
Base : Those responsible for a mobile phone

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? 480
Base : Those with a monthly contract/ SIM only deal for their mobile phone

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone? 484
Base : Those with a monthly contract/ SIM only deal for their mobile phone

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? 492
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? 496
Base : Those responsible for a mobile phone

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider? 500
Base : Those with a monthly contract for their mobile phone including a new handset

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 504
Base : Those responsible for a mobile phone

Q21. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 508
Base : Those responsible for a mobile phone

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 512
Base : Those responsible for a mobile phone

Q24. Did you contact your provider to receive a discount or did they contact you? 520
Base : Those who have received a discount from their mobile phone network provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 524
Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 528
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 532
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 540
Base : Those responsible for a mobile phone

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 548
Base : Those responsible for a mobile phone

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 552
Base : Those responsible for a mobile phone

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time? 556
Base : Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 560
Base : Those responsible for a mobile phone

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 564
Base : Those responsible for a mobile phone

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 568
Base : Those responsible for a mobile phone

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 572
Base : Those responsible for a mobile phone

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 576
Base : Those responsible for a mobile phone

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service? 580
Base : All responsible for a mobile phone

Q28A. Which provider did you previously use for your mobile phone service? 584
Base : All responsible for a mobile phone

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 592
Base : All responsible for a mobile phone

Q29B. How long has (PROVIDER) been providing your mobile phone service? 596
Base : All responsible for a mobile phone

Q29C. How many times have you changed the provider you use for your mobile phone service? This may be at the same time as moving home. 600
Base : Those who have ever changed supplier for a mobile phone

Q32A. When you switched your mobile provider, did you...? 604
Base : Those who have changed supplier in the last 12 months for mobile

Q32B. And did you REQUEST a code from your previous provider? 608
Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? 612
Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a code from their previous provider

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider? 616
Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

Q32E. How did you request the Service Termination Code (STAC)? 620
Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

Q32F. How did you request the Port Authorisation Code (PAC)? 624
Base : Those who kept their phone number when changing supplier for a mobile phone in the last 12 months or who changed their number and requested a Port Authorisation Code (PAC) from their previous provider

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)? 628
Base : Those responsible for the household's fixed broadband service

Q18A. When did you first have broadband at home? (This may have been at a previous address) 632
Base : Those responsible for the household's fixed broadband service

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 640
Base : Those responsible for the household's fixed broadband service

Q21. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 644
Base : Those responsible for the household's fixed broadband service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 648
Base : Those responsible for the household's fixed broadband service

Q24. Did you contact your provider to receive a discount or did they contact you? 656
Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 660
Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 664
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 668
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 676
Base : Those responsible for the household's fixed broadband service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 684
Base : Those responsible for the household's fixed broadband service

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 688
Base : Those responsible for the household's fixed broadband service

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time? 692
Base : Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 696
Base : Those responsible for the household's fixed broadband service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 700
Base : Those responsible for the household's fixed broadband service

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 704
Base : Those responsible for the household's fixed broadband service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 708
Base : Those responsible for the household's fixed broadband service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 712
Base : Those responsible for the household's fixed broadband service

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service? 716
Base : All responsible for the household's broadband service

Q28C. Which provider did you previously use for your fixed broadband service? 720
Base : All responsible for the household's broadband service

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 728
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. 732
Base : Those who have ever changed supplier for the household's broadband service

Q29B. How long has (PROVIDER) been providing your fixed boadband service? 736
Base : All responsible for the household's broadband service

Q29C. How many times have you changed the provider you use for your fixed broadband service? This may be at the same time as moving home. 740
Base : Those who have ever changed supplier for the household's broadband service

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 744
Base : Those responsible for the household's TV service

Q21. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 748
Base : Those responsible for the household's TV service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 752
Base : Those responsible for the household's Pay TV service

Q24. Did you contact your provider to receive a discount or did they contact you? 759
Base : Those who have received a discount from their Pay TV service provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 763
Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 767
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 771
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 779
Base : Those responsible for the household's Pay TV service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 787
Base : Those responsible for the household's TV service

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 791
Base : Those responsible for the household's Pay TV service

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time? 795
Base : Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 799
Base : Those responsible for the household's Pay TV service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 803
Base : Those responsible for the household's Pay TV service

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 807
Base : Those responsible for the household's Pay TV service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 811
Base : Those responsible for the household's Pay TV service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 815
Base : Those responsible for the household's Pay TV service

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service? 819
Base : All responsible for the household's TV service

Q28D. Which provider did you previously use for your TV service? 823
Base : All responsible for the household's TV service

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 827
Base : All responsible for the household's 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. 831
Base : Those who have ever changed supplier for the household's TV service

Q29B. How long has (PROVIDER) been providing your TV serice? 835
Base : All responsible for the household's TV service

Q29C. How many times have you changed the provider you use for your TV service? This may be at the same time as moving home. 839
Base : Those who have ever changed supplier for the household's TV service

LANDLINE - SUMMARY OF BEHAVIOUR 843
Base : Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 848
Base : Those responsible for the household's landline service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 853
Base : Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR 858
Base : Those responsible for the household's standalone landline service (SIMPLE)

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 863
Base : Those responsible for the household's standalone landline service (SIMPLE)

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 868
Base : Those responsible for the household's standalone landline service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 873
Base : Those responsible for the household's standalone landline service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 878
Base : Those responsible for the household's standalone landline service (SIMPLE)

MOBILE PHONE - SUMMARY OF BEHAVIOUR 883
Base : Those responsible for a mobile phone

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 888
Base : Those responsible for a mobile phone

MOBILE PHONE - SUMMARY OF BEHAVIOUR 893
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 898
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 903
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 913
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

FIXED BROADBAND - SUMMARY OF BEHAVIOUR 921
Base : Those responsible for the household's fixed broadband service

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 926
Base : Those responsible for the household's fixed broadband service

PAY TV - SUMMARY OF BEHAVIOUR 931
Base : Those responsible for the household's Pay TV service

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 936
Base : Those responsible for the household's Pay TV service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 941
Base : Those responsible for the household's Pay TV service

PAY TV - SUMMARY OF BEHAVIOUR 946
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 951
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 956
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 961
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 971
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

FREE TV - SUMMARY OF BEHAVIOUR 977
Base : Those responsible for the household's Free TV service

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 982
Base : Those responsible for the household's Free TV service

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 987
Base : Those responsible for the household's Dual Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 992
Base : Those responsible for the household's Dual Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1001
Base : Those responsible for the household's Dual Play package (SIMPLE)

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR 1006
Base : Those responsible for the household's Dual Play package (REGARD)

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1011
Base : Those responsible for the household's Triple Play package (SIMPLE)

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1016
Base : Those responsible for the household's Triple Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1021
Base : Those responsible for the household's Triple Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1031
Base : Those responsible for the household's Triple Play package (SIMPLE)

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR 1036
Base : Those responsible for the household's Triple Play package (REGARD)

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services? 1041
Base : All respondents

Q34AB. Which provider did you use for your Mobile Phone service? 1046
Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

Q34AC. Which provider did you use for your Landline service? 1051
Base : Those who were the decision maker for a landline phone or line rentail service about 12 months ago but no longer have this service

Q34AD. Which provider did you use for your Fixed Broadband service? 1056
Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

Q34AE. Which provider did you use for your TV service? 1066
Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers? 1071
Base : Those responsible for the household's TV service who do not have a Pay TV service

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV? 1076
Base : All respondents

Q35. Do you tend to look at deals from your own provider, from other providers or both? 1081
Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market? 1086
Base : All respondents

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals? 1091
Base : All respondents

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers? 1096
Base : All respondents

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market? 1101
Base : All respondents

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available 1106
Base : All respondents

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to 1111
Base : All respondents

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost 1116
Base : All respondents

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal 1121
Base : All respondents

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change 1126
Base : All respondents

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider 1131
Base : All respondents

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal 1136
Base : All respondents

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal 1141
Base : All respondents

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal 1146
Base : All respondents

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere 1151
Base : All respondents

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media 1156
Base : All respondents

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers 1161
Base : All respondents

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use? 1166
Base : All respondents (ADDED DURING FIELDWORK)

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier? 1171
Base : Those who are the decision maker for the household's gas service

Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier? 1176
Base : Those who are the decision maker for the household's electricity service

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider? 1181
Base : Those responsible for a bank current account

C1. Which of these – if any – impact or limit your daily activities or the work you can do? 1186
Base : All respondents (giving their consent to answer this question)

C2. Which one of these groups best describes your ethnic group or background? 1201
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)? 1212
Base : All respondents

C4. And what is the total number of children aged under 18 in the household? 1217
Base : All respondents

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have? 1222
Base : All respondents

C6. Which one of these bands describes your total household income before tax or any other deductions are made? 1235
Base : All respondents

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started? 1240
Base : All respondents

FINANCIAL VULNERABILITY 1245
Base : Those where it is possible to calculate the Financial Vulnerability Index

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
England	1251	123	681	208	596	479	325	89	66	969	157	1034	92	704	422	187
	83%	83%	81%	82%	81%	81%	83%	80%	80%	84%	84%	83%	85%	84%	82%	85%
Scotland	131	15	83	26	73	64	35	11	9	102	15	110	7	68	49	17
	9%	11%	10%	10%	10%	11%	9%	10%	11%	9%	8%	9%	6%	8%	10%	8%
Wales	78	6	50	14	42	35	21	8	5	56	13	62	7	44	24	11
	5%	4%	6%	5%	6%	6%	5%	7%	7%	5%	7%	5%	6%	5%	5%	5%
Northern Ireland	40	3	23	6	20	14	12	3	3	32	3	33	2	18	18	5
	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	2%
															a	

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
England	1251	153	733	245	640	525	360	111	82	181	391	230	342
	83%	86%	82%	84%	82%	82%	83%	79%	80%	81%	82%	81%	82%
		b											
Scotland	131	13	87	23	77	64	35	16	12	24	45	28	41
	9%	7%	10%	8%	10%	10%	8%	11%	12%	11%	9%	10%	10%
Wales	78	8	53	17	44	36	25	9	5	15	29	19	25
	5%	4%	6%	6%	6%	6%	6%	6%	5%	7%	6%	7%	6%
Northern Ireland	40	4	24	7	22	14	14	4	4	4	13	6	11
	3%	2%	3%	2%	3%	2%	3%	3%	4%	2%	3%	2%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
England	1251	253	319	43	**	81	189	**	**	572	270	922	329
	83%	82%	81%	83%	**	85%	87%	**	**	81%	87% a	84%	82%
Scotland	131	31	37	5	**	7	14	**	**	69	21	91	41
	9%	10%	9%	9%	**	7%	6%	**	**	10% b	7%	8%	10%
Wales	78	20	24	3	**	5	8	**	**	44	13	59	18
	5%	7%	6%	6%	**	5%	4%	**	**	6% b	4%	5%	5%
Northern Ireland	40	4	13	1	**	3	6	**	**	18	8	27	13
	3%	1%	3% a	2%	**	3%	3%	**	**	3%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	**DUAL**	**TRIPLE**	**QUAD**	**OTHER**	**NONE**	**16-24**	**25-44**	**45-64**	**UNDER 65**	**65+**	**75+**	**16-34**	**35-54**	**55+**
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
England	1251	275	286	48	145	505	158	472	410	1039	207	64	394	444	408
	83%	81%	81%	83%	85%	86%	88%	83%	84%	84%	81%	76%	86%	82%	82%
						ab	bdef	f	f	f			bc		
Scotland	131	36	36	5	13	44	11	50	46	106	24	12	31	55	44
	9%	11%	10%	8%	7%	7%	6%	9%	9%	9%	9%	14%	7%	10%	9%
		e										abd		a	
Wales	78	18	21	4	10	24	7	31	22	60	18	5	22	24	31
	5%	5%	6%	8%	6%	4%	4%	5%	5%	5%	7%	6%	5%	5%	6%
											acd				
Northern Ireland	40	10	11	1	3	16	5	18	11	34	6	3	12	16	12
	3%	3%	3%	1%	2%	3%	3%	3%	2%	3%	2%	4%	3%	3%	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
England	1251	653	589	350	334	272	277	1251	-	-	**	229	470	320	374	673
	83%	84%	83%	85%	81%	87%	81%	100%	-%	-%	**	84%	82%	84%	82%	84%
				bd		bd		bc								
Scotland	131	71	60	38	35	23	35	-	131	-	**	23	52	39	47	66
	9%	9%	8%	9%	8%	7%	10%	-%	100%	-%	**	8%	9%	10%	10%	8%
									ac							
Wales	78	42	36	17	29	12	17	-	-	78	**	14	35	15	23	41
	5%	5%	5%	4%	7%	4%	5%	-%	-%	100%	**	5%	6%	4%	5%	5%
					ac					ab			c			
Northern Ireland	40	14	26	7	14	5	15	-	-	-	**	8	17	8	15	21
	3%	2%	4%	2%	3%	2%	4%	-%	-%	-%	**	3%	3%	2%	3%	3%
			a		ac		ac									

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
North East	74	2	47	7	43	31	19	5	4	56	11	61	6	45	22	12
	5%	1%	6%	3%	6%	5%	5%	5%	4%	5%	6%	5%	6%	5%	4%	6%
			a		a											
Yorkshire and Humberside	136	15	74	22	66	55	33	14	12	106	19	113	12	76	49	22
	9%	10%	9%	9%	9%	9%	8%	13%	15%	9%	10%	9%	11%	9%	10%	10%
								b	ab							
North West	182	12	100	25	86	66	45	9	8	138	20	148	10	96	62	26
	12%	8%	12%	10%	12%	11%	12%	8%	9%	12%	11%	12%	9%	11%	12%	12%
West Midlands	150	11	83	21	74	56	39	12	8	116	19	124	11	83	51	19
	10%	8%	10%	8%	10%	9%	10%	11%	10%	10%	10%	10%	10%	10%	10%	9%
East Midlands	106	11	58	17	52	43	26	4	2	82	16	86	11	64	34	20
	7%	7%	7%	7%	7%	7%	7%	4%	3%	7%	8%	7%	11%	8%	7%	9%
						cd	d						a			
South West	143	18	75	31	62	55	38	7	4	111	14	118	7	84	41	20
	10%	12%	9%	12%	8%	9%	10%	6%	5%	10%	8%	10%	6%	10%	8%	9%
				b												
East of England	97	12	61	19	54	40	33	12	6	75	12	81	7	51	36	13
	6%	8%	7%	7%	7%	7%	8%	11%	8%	7%	6%	7%	6%	6%	7%	6%
								a								
South East	201	22	117	37	102	84	55	14	11	155	30	167	18	119	66	28
	13%	15%	14%	15%	14%	14%	14%	13%	13%	13%	16%	13%	17%	14%	13%	13%
Greater London	161	21	66	29	57	50	37	12	10	130	16	135	11	85	61	25
	11%	14%	8%	12%	8%	8%	9%	11%	12%	11%	8%	11%	10%	10%	12%	12%
		b		b												
Scotland	131	15	83	26	73	64	35	11	9	102	15	110	7	68	49	17
	9%	11%	10%	10%	10%	11%	9%	10%	11%	9%	8%	9%	6%	8%	10%	8%
Wales	78	6	50	14	42	35	21	8	5	56	13	62	7	44	24	11
	5%	4%	6%	5%	6%	6%	5%	7%	7%	5%	7%	5%	6%	5%	5%	5%
Northern Ireland	40	3	23	6	20	14	12	3	3	32	3	33	2	18	18	5
	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%	3%	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.

REGION/ NATION

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
North East	74	7	51	12	46	38	20	6	5	11	30	14	27
	5%	4%	6%	4%	6%	6%	5%	4%	5%	5%	6%	5%	6%
Yorkshire and Humberside	136	15	78	23	71	52	41	14	11	18	38	22	34
	9%	9%	9%	8%	9%	8%	9%	10%	11%	8%	8%	8%	8%
North West	182	22	112	37	97	77	57	16	12	24	62	33	53
	12%	13%	12%	13%	12%	12%	13%	12%	11%	11%	13%	12%	13%
West Midlands	150	19	89	28	80	64	45	14	11	26	54	32	48
	10%	11%	10%	10%	10%	10%	10%	10%	11%	12%	11%	11%	11%
East Midlands	106	9	62	17	54	41	30	6	4	12	35	16	31
	7%	5%	7%	6%	7%	6%	7%	4%	4%	6%	7%	6%	7%
South West	143	19	81	32	68	58	42	10	8	14	41	20	35
	10%	11%	9%	11%	9%	9%	10%	7%	8%	6%	8%	7%	8%
				b									
East of England	97	11	64	20	56	44	31	12	8	11	35	15	31
	6%	6%	7%	7%	7%	7%	7%	8%	8%	5%	7%	5%	7%
South East	201	25	123	41	107	91	57	19	15	36	57	45	48
	13%	14%	14%	14%	14%	14%	13%	14%	15%	16%	12%	16%	12%
										b		b	
Greater London	161	25	72	34	63	61	36	13	9	29	39	32	36
	11%	14%	8%	12%	8%	9%	8%	9%	8%	13%	8%	11%	8%
		b		b						b			
Scotland	131	13	87	23	77	64	35	16	12	24	45	28	41
	9%	7%	10%	8%	10%	10%	8%	11%	12%	11%	9%	10%	10%
Wales	78	8	53	17	44	36	25	9	5	15	29	19	25
	5%	4%	6%	6%	6%	6%	6%	6%	5%	7%	6%	7%	6%
Northern Ireland	40	4	24	7	22	14	14	4	4	4	13	6	11
	3%	2%	3%	2%	3%	2%	3%	3%	4%	2%	3%	2%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
North East	74	20	21	4	**	4	8	**	**	41	12	56	18
	5%	7%	5%	7%	**	4%	4%	**	**	6% b	4%	5%	5%
Yorkshire and Humberside	136	26	30	5	**	8	27	**	**	56	36	93	43
	9%	8%	8%	10%	**	9%	13%	**	**	8%	11% a	8%	11% a
North West	182	33	53	4	**	12	28	**	**	86	39	133	49
	12%	11%	13%	7%	**	12%	13%	**	**	12%	13%	12%	12%
West Midlands	150	37	44	5	**	8	20	**	**	80	28	118	31
	10%	12%	11%	9%	**	9%	9%	**	**	11%	9%	11% b	8%
East Midlands	106	19	29	3	**	10	11	**	**	47	20	78	28
	7%	6%	7%	5%	**	10% b	5%	**	**	7%	7%	7%	7%
South West	143	26	29	2	**	10	30	**	**	54	40	96	46
	10%	8%	7%	4%	**	11%	14%	**	**	8%	13% a	9%	12% a
East of England	97	19	27	6	**	9	16	**	**	46	25	68	29
	6%	6%	7%	11%	**	9%	7%	**	**	7%	8%	6%	7%
South East	201	40	53	7	**	13	32	**	**	93	45	151	50
	13%	13%	14%	13%	**	14%	15%	**	**	13%	14%	14%	12%
Greater London	161	34	34	9	**	6	19	**	**	68	25	128	34
	11%	11%	9%	17% b	**	7%	9%	**	**	10%	8%	12% b	8%
Scotland	131	31	37	5	**	7	14	**	**	69	21	91	41
	9%	10%	9%	9%	**	7%	6%	**	**	10% b	7%	8%	10%
Wales	78	20	24	3	**	5	8	**	**	44	13	59	18
	5%	7%	6%	6%	**	5%	4%	**	**	6% b	4%	5%	5%
Northern Ireland	40	4	13	1	**	3	6	**	**	18	8	27	13
	3%	1%	3% a	2%	**	3%	3%	**	**	3%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

Table 2

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REGION/ NATION

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
North East	74	16	22	5	10	23	8	32	23	63	10	2	27	25	21
	5%	5%	6%	8%	6%	4%	4%	6%	5%	5%	4%	3%	6%	5%	4%
			e	e											
Yorkshire and Humberside	136	33	26	6	15	57	18	51	44	112	24	7	40	52	44
	9%	10%	7%	11%	9%	10%	10%	9%	9%	9%	9%	8%	9%	10%	9%
North West	182	42	44	8	20	70	18	73	63	154	27	9	55	62	64
	12%	13%	12%	13%	12%	12%	10%	13%	13%	12%	11%	11%	12%	12%	13%
West Midlands	150	29	37	7	20	57	18	55	54	127	23	10	46	56	47
	10%	9%	11%	11%	12%	10%	10%	10%	11%	10%	9%	12%	10%	10%	10%
East Midlands	106	18	28	5	12	43	15	38	37	90	15	5	30	42	33
	7%	5%	8%	9%	7%	7%	8%	7%	8%	7%	6%	6%	7%	8%	7%
			a												
South West	143	34	29	4	14	62	19	50	40	110	33	11	44	44	55
	10%	10%	8%	7%	8%	10%	11%	9%	8%	9%	13%	13%	10%	8%	11%
											bcd				b
East of England	97	26	27	3	11	31	11	37	25	73	24	5	29	31	38
	6%	8%	8%	6%	6%	5%	6%	6%	5%	6%	9%	6%	6%	6%	8%
		e									bcd				
South East	201	50	44	8	25	76	20	64	77	161	40	12	51	76	74
	13%	15%	12%	13%	15%	13%	11%	11%	16%	13%	16%	14%	11%	14%	15%
									abd		ab			a	a
Greater London	161	26	30	2	18	85	31	73	46	150	10	3	73	56	31
	11%	8%	8%	4%	10%	14%	17%	13%	9%	12%	4%	3%	16%	10%	6%
					c	abcd	bcdef	cef	ef	cef			bc	c	
Scotland	131	36	36	5	13	44	11	50	46	106	24	12	31	55	44
	9%	11%	10%	8%	7%	7%	6%	9%	9%	9%	9%	14%	7%	10%	9%
		e										abd		a	
Wales	78	18	21	4	10	24	7	31	22	60	18	5	22	24	31
	5%	5%	6%	8%	6%	4%	4%	5%	5%	5%	7%	6%	5%	5%	6%
											acd				
Northern Ireland	40	10	11	1	3	16	5	18	11	34	6	3	12	16	12
	3%	3%	3%	1%	2%	3%	3%	3%	2%	3%	2%	4%	3%	3%	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2020. June-November 2020

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
North East	74	39	34	15	19	16	24	74	-	-	**	21	25	17	21	42
	5%	5%	5%	4%	5%	5%	7%	6%	-%	-%	**	8%	4%	4%	5%	5%
							ab	bc				bc				
Yorkshire and Humberside	136	76	58	32	38	28	33	136	-	-	**	24	52	32	41	69
	9%	10%	8%	8%	9%	9%	10%	11%	-%	-%	**	9%	9%	8%	9%	9%
								bc								
North West	182	90	91	48	51	35	47	182	-	-	**	31	73	42	54	102
	12%	12%	13%	12%	12%	11%	14%	15%	-%	-%	**	11%	13%	11%	12%	13%
								bc								
West Midlands	150	68	81	34	43	40	30	150	-	-	**	30	57	38	40	86
	10%	9%	11%	8%	10%	13%	9%	12%	-%	-%	**	11%	10%	10%	9%	11%
			a			ad		bc								
East Midlands	106	54	52	22	26	32	26	106	-	-	**	18	42	23	40	51
	7%	7%	7%	5%	6%	10%	8%	8%	-%	-%	**	7%	7%	6%	9%	6%
						ab		bc							b	
South West	143	82	60	38	37	30	36	143	-	-	**	33	54	30	50	67
	10%	11%	8%	9%	9%	10%	10%	11%	-%	-%	**	12%	9%	8%	11%	8%
		b						bc				c			b	
East of England	97	52	45	28	27	19	21	97	-	-	**	15	49	20	31	53
	6%	7%	6%	7%	7%	6%	6%	8%	-%	-%	**	5%	8%	5%	7%	7%
								bc					ac			
South East	201	98	102	72	53	43	32	201	-	-	**	25	69	69	56	115
	13%	13%	14%	17%	13%	14%	9%	16%	-%	-%	**	9%	12%	18%	12%	14%
				bcd	d	d		bc						ab		
Greater London	161	93	66	61	41	29	27	161	-	-	**	32	50	47	42	87
	11%	12%	9%	15%	10%	9%	8%	13%	-%	-%	**	12%	9%	12%	9%	11%
		b		bcd				bc				b		b		
Scotland	131	71	60	38	35	23	35	-	131	-	**	23	52	39	47	66
	9%	9%	8%	9%	8%	7%	10%	-%	100%	-%	**	8%	9%	10%	10%	8%
									ac							

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

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

REGION/ NATION

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Wales	78	42	36	17	29	12	17	-	-	78	**	14	35	15	23	41
	5%	5%	5%	4%	7%	4%	5%	-%	-%	100%	**	5%	6%	4%	5%	5%
					ac					ab			c			
Northern Ireland	40	14	26	7	14	5	15	-	-	-	**	8	17	8	15	21
	3%	2%	4%	2%	3%	2%	4%	-%	-%	-%	**	3%	3%	2%	3%	3%
			a		ac		ac									

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

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

S4. AGE OF RESPONDENT

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
16 - 24 years	180	11	23	15	19	23	11	9	4	144	13	150	7	107	50	50
	12%	8%	3%	6%	3%	4%	3%	8%	5%	12%	7%	12%	7%	13%	10%	23%
		b		b				ab		b		b		b		ab
25-34 years	280	19	113	36	95	86	46	27	15	228	25	239	15	163	91	54
	19%	13%	13%	14%	13%	14%	12%	24%	18%	20%	13%	19%	14%	20%	18%	25%
								ab	b	b		b				ab
35-44 years	290	23	169	49	143	117	75	23	16	222	37	240	19	166	93	43
	19%	16%	20%	19%	20%	20%	19%	21%	20%	19%	20%	19%	18%	20%	18%	19%
45-54 years	248	18	178	33	163	119	76	22	18	198	33	213	18	141	90	26
	17%	12%	21%	13%	22%	20%	19%	20%	22%	17%	18%	17%	17%	17%	18%	12%
			a		a									c	c	
55-64 years	241	23	180	45	158	121	82	16	16	191	34	204	21	138	88	29
	16%	15%	21%	18%	22%	20%	21%	14%	19%	17%	18%	16%	20%	17%	17%	13%
			a			c	c									
65-74 years	171	21	129	37	112	86	63	11	10	117	33	131	19	85	65	12
	11%	14%	15%	15%	15%	14%	16%	10%	13%	10%	18%	11%	18%	10%	13%	5%
						c	c				a		a	c	ac	
75 years or over	84	33	45	39	39	39	39	3	3	54	11	58	7	31	34	6
	6%	22%	5%	15%	5%	7%	10%	3%	4%	5%	6%	5%	6%	4%	7%	3%
		b		b		c	acd								ac	
Prefer not to say	6	-	2	-	2	2	*	*	*	4	1	4	1	1	4	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	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.

S4. AGE OF RESPONDENT

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
16 - 24 years	180	28	32	34	26	36	24	13	5	25	16	28	14
	12%	16%	4%	12%	3%	6%	6%	9%	5%	11%	3%	10%	3%
		b		b				abd		b		b	
25-34 years	280	55	129	75	109	116	68	40	25	45	76	54	67
	19%	31%	14%	26%	14%	18%	16%	29%	24%	20%	16%	19%	16%
		b		b				ab	ab				
35-44 years	290	39	184	68	155	138	85	28	21	39	109	56	93
	19%	22%	21%	23%	20%	21%	20%	20%	20%	18%	23%	20%	22%
				b							a		
45-54 years	248	18	186	32	172	121	83	26	23	37	100	49	89
	17%	10%	21%	11%	22%	19%	19%	19%	22%	17%	21%	17%	21%
			a		a								
55-64 years	241	21	187	42	166	122	86	18	16	41	97	52	87
	16%	12%	21%	15%	21%	19%	20%	13%	15%	18%	20%	18%	21%
			a		a	c	c						
65-74 years	171	11	131	30	113	79	64	11	11	24	60	31	54
	11%	6%	15%	10%	14%	12%	15%	8%	11%	11%	13%	11%	13%
			a		a	c	c						
75 years or over	84	3	45	8	40	26	22	3	3	12	17	14	15
	6%	2%	5%	3%	5%	4%	5%	2%	3%	5%	4%	5%	3%
			a		a		c						
Prefer not to say	6	1	2	1	2	2	2	*	*	-	1	-	1
	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%

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

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

S4. AGE OF RESPONDENT

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
16 - 24 years	180	22	20	10	**	3	11	**	**	42	14	166	14
	12%	7%	5%	19%	**	4%	5%	**	**	6%	5%	15%	3%
				ab								b	
25-34 years	280	59	62	13	**	13	28	**	**	121	41	256	24
	19%	19%	16%	25%	**	14%	13%	**	**	17%	13%	23%	6%
				b						b		b	
35-44 years	290	62	86	9	**	21	24	**	**	149	46	239	51
	19%	20%	22%	17%	**	22%	11%	**	**	21%	15%	22%	13%
						b				b		b	
45-54 years	248	60	77	9	**	20	37	**	**	138	57	194	54
	17%	20%	20%	17%	**	20%	17%	**	**	20%	18%	18%	13%
												b	
55-64 years	241	52	86	7	**	18	44	**	**	138	62	147	94
	16%	17%	22%	13%	**	19%	20%	**	**	20%	20%	13%	23%
			ac										a
65-74 years	171	40	45	3	**	13	42	**	**	85	55	76	96
	11%	13%	11%	6%	**	14%	19%	**	**	12%	18%	7%	24%
		c									a		a
75 years or over	84	13	16	2	**	7	31	**	**	29	38	18	66
	6%	4%	4%	3%	**	7%	14%	**	**	4%	12%	2%	16%
							a				a		a
Prefer not to say	6	*	1	-	**	*	-	**	**	1	*	3	3
	*%	*%	*%	-%	**	*%	-%	**	**	*%	*%	*%	1%

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

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

S4. AGE OF RESPONDENT

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
16 - 24 years	180	9	9	2	15	145	180	-	-	180	-	-	180	-	-
	12%	3%	2%	3%	9%	25%	100%	-%	-%	15%	-%	-%	39%	-%	-%
					abc	abcd	bcdef			bcef			bc		
25-34 years	280	43	51	7	32	147	-	280	-	280	-	-	280	-	-
	19%	13%	15%	12%	19%	25%	-%	49%	-%	23%	-%	-%	61%	-%	-%
					a	abcd		acdef		acef			bc		
35-44 years	290	62	80	12	35	103	-	290	-	290	-	-	-	290	-
	19%	18%	23%	20%	21%	18%	-%	51%	-%	23%	-%	-%	-%	54%	-%
			ae					acdef		acef				ac	
45-54 years	248	73	80	9	29	61	-	-	248	248	-	-	-	248	-
	17%	22%	23%	16%	17%	10%	-%	-%	51%	20%	-%	-%	-%	46%	-%
		de	de	e	e				abdef	abef				ac	
55-64 years	241	74	75	14	26	52	-	-	241	241	-	-	-	-	241
	16%	22%	21%	24%	15%	9%	-%	-%	49%	19%	-%	-%	-%	-%	49%
		de	de	de	e				abdef	abef					ab
65-74 years	171	53	47	10	24	38	-	-	-	-	171	-	-	-	171
	11%	16%	13%	18%	14%	7%	-%	-%	-%	-%	67%	-%	-%	-%	35%
		e	e	e	e						abcdf				ab
75 years or over	84	23	11	4	9	37	-	-	-	-	84	84	-	-	84
	6%	7%	3%	6%	5%	6%	-%	-%	-%	-%	33%	100%	-%	-%	17%
		b				b					abcd	abcde			ab
Prefer not to say	6	*	1	*	1	4	-	-	-	-	-	-	-	-	-
	*%	*%	*%	1%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

S4. AGE OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
16 - 24 years	180	82	94	40	59	43	34	158	11	7	**	51	45	28	68	69
	12%	11%	13%	10%	14%	14%	10%	13%	8%	8%	**	19%	8%	7%	15%	9%
			a		ad	ad		b				bc			b	
25-34 years	280	139	139	64	91	66	57	236	20	15	**	63	114	62	86	146
	19%	18%	20%	16%	22%	21%	17%	19%	15%	20%	**	23%	20%	16%	19%	18%
					ad	ad						c	c			
35-44 years	290	141	147	81	79	61	64	235	29	15	**	61	113	79	87	162
	19%	18%	21%	20%	19%	20%	19%	19%	22%	20%	**	22%	20%	21%	19%	20%
45-54 years	248	130	118	83	60	48	54	209	25	9	**	43	88	80	73	138
	17%	17%	17%	20%	15%	15%	16%	17%	19%	12%	**	16%	15%	21%	16%	17%
				bcd					c					ab		
55-64 years	241	133	107	70	70	51	44	201	20	13	**	28	106	74	55	157
	16%	17%	15%	17%	17%	16%	13%	16%	16%	17%	**	10%	18%	19%	12%	20%
				d	d	d							a	a		a
65-74 years	171	105	66	51	38	32	49	144	12	13	**	11	81	44	56	92
	11%	13%	9%	12%	9%	10%	14%	11%	9%	16%	**	4%	14%	12%	12%	12%
		b		b			bc			b			a	a		
75 years or over	84	46	38	20	12	10	41	64	12	5	**	17	28	15	35	35
	6%	6%	5%	5%	3%	3%	12%	5%	9%	7%	**	6%	5%	4%	8%	4%
				b			abc		a			c			b	
Prefer not to say	6	3	2	1	2	*	1	4	1	-	**	-	*	-	-	2
	*%	*%	*%	*%	1%	*%	*%	*%	1%	-%	**	-%	*%	-%	-%	*%

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

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

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Male	780	77	450	135	392	320	206	58	42	585	105	628	63	441	249	118
	52%	52%	54%	53%	54%	54%	53%	52%	50%	50%	56%	51%	58%	53%	49%	54%
											a		a	b		
Female	710	69	385	117	337	269	185	53	41	567	80	603	44	387	260	100
	47%	47%	46%	46%	46%	45%	47%	48%	49%	49%	43%	49%	41%	46%	51%	46%
										b		b			a	
In another way	6	1	1	1	1	1	1	-	-	5	1	5	*	2	3	*
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	1%	*%
Prefer not to say	4	*	2	1	2	2	*	*	*	3	1	3	*	3	1	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%

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

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

S5. GENDER

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Male	780	91	478	152	417	347	222	72	54	125	242	159	208
	52%	51%	53%	52%	53%	54%	51%	51%	52%	56%	51%	56%	50%
												b	
Female	710	84	416	137	364	289	211	67	49	96	236	121	210
	47%	48%	46%	47%	46%	45%	49%	48%	47%	43%	49%	43%	50%
											a		a
In another way	6	1	1	1	1	2	*	-	-	2	*	2	-
	*%	1%	*%	*%	*%	*%	*%	-%	-%	1%	*%	1%	-%
										b		b	
Prefer not to say	4	1	2	1	2	2	1	*	*	-	1	*	*
	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%

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

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

S5. GENDER

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Male	780	165	203	28	**	56	113	**	**	367	169	560	220
	52%	53%	52%	55%	**	59%	52%	**	**	52%	54%	51%	55%
Female	710	143	188	23	**	39	102	**	**	332	141	531	179
	47%	46%	48%	45%	**	41%	47%	**	**	47%	45%	48%	45%
In another way	6	1	2	-	**	-	1	**	**	2	1	6	-
	*%	*%	*%	-%	**	-%	*%	**	**	*%	*%	1%	-%
												b	
Prefer not to say	4	*	*	-	**	*	*	**	**	1	1	2	2
	*%	*%	*%	-%	**	*%	*%	**	**	*%	*%	*%	*%

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

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

S5. GENDER

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Male	780	191	176	34	88	298	82	280	263	626	151	46	221	272	284
	52%	56%	50%	59%	51%	51%	46%	49%	54%	51%	59%	55%	48%	50%	57%
		be							ab		abcd				ab
Female	710	146	177	24	82	284	94	287	225	605	103	38	233	265	211
	47%	43%	50%	40%	48%	48%	52%	50%	46%	49%	41%	45%	51%	49%	42%
			ac			a	ce	ce	e	e			c	c	
In another way	6	1	-	-	1	5	4	2	-	5	*	-	5	*	*
	*%	*%	-%	-%	*%	1%	2%	*%	-%	*%	*%	-%	1%	*%	*%
						b	bcde			c			bc		
Prefer not to say	4	1	-	*	1	2	-	2	1	3	-	-	*	2	*
	*%	*%	-%	1%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%
				b											

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

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

S5. GENDER

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Male	780	780	-	241	199	171	161	653	71	42	**	125	298	223	226	421
	52%	100%	-%	59%	48%	55%	47%	52%	54%	53%	**	46%	52%	58%	49%	53%
		b		bd		bd							a	ab		
Female	710	-	710	168	210	139	180	589	60	36	**	146	275	158	229	379
	47%	-%	100%	41%	51%	45%	52%	47%	46%	47%	**	53%	48%	41%	50%	47%
			a		ac		ac					bc	c			
In another way	6	-	-	*	1	2	2	5	*	-	**	2	1	1	3	1
	*%	-%	-%	*%	*%	1%	1%	*%	*%	-%	**	1%	*%	*%	1%	*%
															b	
Prefer not to say	4	-	-	2	1	-	*	3	*	-	**	1	-	*	1	1
	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	**	*%	-%	*%	*%	*%
												b				

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

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

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
AB	411	37	265	72	230	195	107	37	27	314	62	340	36	248	128	67
	27%	25%	32%	28%	32%	33%	27%	33%	33%	27%	33%	27%	34%	30%	25%	30%
						b					a		a	b		b
C2	412	31	242	57	216	166	107	35	23	327	51	347	31	250	127	60
	27%	21%	29%	23%	30%	28%	27%	31%	28%	28%	27%	28%	28%	30%	25%	27%
			a		a									b		
C2	312	29	161	52	138	114	76	18	14	234	42	252	23	164	111	43
	21%	20%	19%	21%	19%	19%	19%	16%	17%	20%	22%	20%	22%	20%	22%	20%
DE	344	48	159	69	138	112	95	20	17	266	31	281	17	158	140	47
	23%	33%	19%	27%	19%	19%	24%	18%	21%	23%	17%	23%	15%	19%	27%	21%
		b		b			ac			b		b			ac	
SUMMARY																
ABC1	822	68	508	129	447	361	215	72	51	641	113	687	67	498	256	126
	55%	46%	61%	51%	61%	61%	55%	65%	61%	55%	60%	55%	62%	60%	50%	58%
			a		a	b		b			a		a	b		b
C2DE	655	77	320	121	276	227	171	38	31	500	73	533	40	322	251	90
	44%	53%	38%	48%	38%	38%	44%	34%	38%	43%	39%	43%	37%	39%	49%	41%
		b		b			ac					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.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
AB	411	41	285	83	243	221	105	46	36	67	142	92	117
	27%	23%	32%	29%	31%	34%	24%	33%	35%	30%	30%	32%	28%
			a			b		b	b				
C2	412	59	258	86	231	178	140	48	32	64	137	75	126
	27%	34%	29%	30%	29%	28%	32%	34%	31%	29%	29%	26%	30%
		b					a	a					
C2	312	34	175	57	152	123	86	23	16	55	103	68	90
	21%	19%	20%	20%	19%	19%	20%	16%	15%	25%	21%	24%	21%
DE	344	39	169	59	149	112	96	22	18	37	91	48	80
	23%	22%	19%	20%	19%	18%	22%	16%	17%	16%	19%	17%	19%
							ac						
SUMMARY													
ABC1	822	100	543	170	474	399	245	94	68	131	279	167	243
	55%	57%	61%	58%	60%	62%	56%	67%	66%	58%	58%	59%	58%
						b		b	b				
C2DE	655	73	344	116	301	236	182	45	34	92	194	116	170
	44%	41%	38%	40%	38%	37%	42%	32%	33%	41%	41%	41%	41%
							acd						

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

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

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
AB	411	92	117	17	**	34	58	**	**	209	92	332	79
	27%	30%	30%	33%	**	36%	27%	**	**	30%	30%	30%	20%
						b						b	
C2	412	84	117	12	**	27	60	**	**	201	87	322	90
	27%	27%	30%	24%	**	28%	28%	**	**	29%	28%	29%	22%
												b	
C2	312	74	84	12	**	16	33	**	**	158	49	234	78
	21%	24%	21%	24%	**	17%	15%	**	**	22%	16%	21%	20%
										b			
DE	344	58	70	10	**	18	61	**	**	128	78	201	142
	23%	19%	18%	19%	**	18%	28%	**	**	18%	25%	18%	36%
							a				a		a
SUMMARY													
ABC1	822	176	234	29	**	61	118	**	**	410	180	654	169
	55%	57%	60%	57%	**	64%	55%	**	**	58%	58%	59%	42%
						b						b	
C2DE	655	132	154	22	**	34	94	**	**	286	128	435	221
	44%	43%	39%	43%	**	36%	43%	**	**	41%	41%	40%	55%
							a						a

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

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

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
AB	411	114	106	15	58	122	40	145	153	338	71	20	105	164	141
	27%	34%	30%	26%	34%	21%	22%	25%	31%	27%	28%	24%	23%	30%	29%
		e	e		e				abd	a				a	a
C2	412	102	101	17	45	149	59	170	130	359	50	12	150	139	120
	27%	30%	29%	30%	27%	25%	33%	30%	27%	29%	20%	15%	33%	26%	24%
		e					cef	ef	ef	ef			bc		
C2	312	55	74	14	38	134	43	127	99	270	42	10	109	109	93
	21%	16%	21%	24%	22%	23%	24%	22%	20%	22%	16%	12%	24%	20%	19%
			a	a	a	a	ef	ef	f	ef			c		
DE	344	65	69	10	30	171	34	121	97	253	90	41	91	118	133
	23%	19%	19%	18%	17%	29%	19%	21%	20%	20%	35%	49%	20%	22%	27%
						abcd					abcd	abcde			ab
SUMMARY															
ABC1	822	216	207	33	103	271	99	315	283	698	121	33	254	303	261
	55%	64%	58%	56%	60%	46%	55%	55%	58%	56%	48%	39%	55%	56%	53%
		be	e	e	e		ef	ef	ef	ef					
C2DE	655	119	142	24	68	305	77	248	197	522	132	51	200	227	227
	44%	35%	40%	42%	39%	52%	43%	44%	40%	42%	52%	61%	44%	42%	46%
			a			abcd					abcd	abcde			

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

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

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
AB	411 27%	241 31% b	168 24%	411 100% bcd	- -%	- -%	- -%	350 28%	38 29%	17 22%	** **	32 12%	108 19% a	209 55% ab	88 19%	267 33% a
C2	412 27%	199 25%	210 30% a	- -%	412 100% acd	- -%	- -%	334 27%	35 27%	29 37% ab	** **	50 18%	178 31% a	116 30% a	100 22%	249 31% a
C2	312 21%	171 22%	139 20%	- -%	- -%	312 100% abd	- -%	272 22%	23 17%	12 16%	** **	69 25% c	150 26% c	43 11%	105 23% b	155 19%
DE	344 23%	161 21%	180 25% a	- -%	- -%	- -%	344 100% abc	277 22%	35 26%	17 22%	** **	119 43% bc	135 24% c	13 3%	160 35% b	124 16%
SUMMARY																
ABC1	822 55%	440 56%	378 53%	411 100% cd	412 100% cd	- -%	- -%	684 55%	73 55%	46 59%	** **	82 30%	286 50% a	324 85% ab	188 41%	515 64% a
C2DE	655 44%	332 43%	320 45%	- -%	- -%	312 100% ab	344 100% ab	549 44%	57 44%	30 38%	** **	188 69% bc	285 50% c	56 15%	265 58% b	279 35%

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
In full time employment	671	55	400	103	352	285	170	65	43	526	84	561	49	392	218	105
	45%	37%	48%	41%	48%	48%	43%	59%	52%	45%	45%	45%	46%	47%	43%	48%
			a		a	b		ab	b					b		
In part time employment	229	19	114	37	96	81	52	12	10	177	26	187	16	127	76	35
	15%	13%	14%	15%	13%	14%	13%	11%	12%	15%	14%	15%	15%	15%	15%	16%
Unemployed	105	4	40	9	34	32	12	8	6	88	6	92	2	56	39	18
	7%	3%	5%	4%	5%	5%	3%	7%	7%	8%	3%	7%	2%	7%	8%	8%
						b		b	b	b		b				
A student	77	2	9	3	8	7	3	1	1	66	5	69	3	49	22	18
	5%	1%	1%	1%	1%	1%	1%	1%	1%	6%	3%	6%	2%	6%	4%	8%
										b		b				b
Full-time responsibility for home/ family	90	7	57	13	51	32	32	6	4	72	11	75	8	48	35	15
	6%	5%	7%	5%	7%	5%	8%	5%	5%	6%	6%	6%	7%	6%	7%	7%
							a									
Retired	283	59	195	83	172	142	113	16	16	192	49	213	29	139	103	25
	19%	40%	23%	33%	23%	24%	29%	14%	19%	17%	26%	17%	27%	17%	20%	11%
		b		b		c	acd				a		a	c	ac	
Other	43	1	23	6	18	13	12	2	2	37	5	41	1	23	19	4
	3%	1%	3%	2%	2%	2%	3%	2%	2%	3%	3%	3%	1%	3%	4%	2%
												b				
Refused	2	-	*	-	*	*	-	*	*	2	-	2	-	*	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	-%
SUMMARY																
TOTAL EMPLOYED	900	74	514	140	448	366	222	77	53	703	111	748	65	519	294	140
	60%	50%	61%	55%	61%	62%	56%	70%	64%	61%	59%	60%	61%	62%	57%	64%
			a		a	b		ab						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.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
In full time employment	671	93	434	147	380	324	203	79	52	110	245	144	210
	45%	53%	48%	50%	49%	51%	47%	56%	50%	49%	51%	51%	50%
								ab					
In part time employment	229	25	122	43	105	91	56	19	16	38	65	43	60
	15%	14%	14%	15%	13%	14%	13%	14%	16%	17%	14%	15%	14%
Unemployed	105	16	42	22	36	37	21	9	7	11	20	13	18
	7%	9%	5%	8%	5%	6%	5%	6%	6%	5%	4%	5%	4%
		b		b									
A student	77	11	14	14	11	14	11	5	2	8	7	8	7
	5%	6%	2%	5%	1%	2%	3%	3%	2%	4%	1%	3%	2%
		b		b						b			
Full-time responsibility for home/ family	90	8	61	13	56	36	33	8	6	12	40	19	33
	6%	5%	7%	4%	7%	6%	8%	6%	6%	6%	8%	7%	8%
					a								
Retired	283	18	199	42	174	121	95	16	16	39	86	50	75
	19%	10%	22%	15%	22%	19%	22%	11%	15%	17%	18%	18%	18%
			a		a	c	cd						
Other	43	4	27	10	21	16	15	4	4	6	15	7	15
	3%	2%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	4%
Refused	2	1	*	1	*	*	1	*	*	-	-	-	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%
SUMMARY													
TOTAL EMPLOYED	900	119	555	190	484	415	259	98	68	148	310	187	271
	60%	67%	62%	65%	62%	65%	60%	70%	66%	66%	65%	66%	65%
		b				b		b					

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
In full time employment	671	151	204	27	**	43	77	**	**	355	121	574	97
	45%	49%	52%	52%	**	46%	36%	**	**	51%	39%	52%	24%
						b				b		b	
In part time employment	229	50	53	9	**	10	27	**	**	103	38	183	46
	15%	16%	14%	17%	**	11%	13%	**	**	15%	12%	17%	12%
												b	
Unemployed	105	19	12	4	**	7	13	**	**	31	20	65	41
	7%	6%	3%	7%	**	7%	6%	**	**	4%	6%	6%	10%
		b		b							a		a
A student	77	7	8	2	**	2	4	**	**	15	7	70	7
	5%	2%	2%	3%	**	2%	2%	**	**	2%	2%	6%	2%
												b	
Full-time responsibility for home/ family	90	19	33	4	**	7	9	**	**	52	15	70	20
	6%	6%	8%	7%	**	7%	4%	**	**	7%	5%	6%	5%
										b			
Retired	283	54	71	6	**	23	80	**	**	125	103	106	177
	19%	17%	18%	11%	**	24%	37%	**	**	18%	33%	10%	44%
							a				a		a
Other	43	9	12	1	**	2	6	**	**	21	8	31	12
	3%	3%	3%	3%	**	2%	3%	**	**	3%	3%	3%	3%
Refused	2	-	-	-	**	*	*	**	**	-	1	1	1
	*%	-%	-%	-%	**	*%	*%	**	**	-%	*%	*%	*%
SUMMARY													
TOTAL EMPLOYED	900	201	257	35	**	54	105	**	**	458	158	757	143
	60%	65%	65%	69%	**	56%	48%	**	**	65%	51%	69%	36%
						b				b		b	

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
In full time employment	671	160	178	28	80	232	53	346	254	653	16	*	226	319	124
	45%	47%	50%	48%	47%	39%	30%	61%	52%	53%	6%	*%	49%	59%	25%
		e	e	e	e		ef	acdef	aef	aef	f		c	ac	
In part time employment	229	45	49	7	25	103	41	107	72	219	9	3	91	95	43
	15%	13%	14%	11%	15%	17%	23%	19%	15%	18%	4%	3%	20%	18%	9%
						a	cdef	cef	ef	cef			c	c	
Unemployed	105	18	17	1	6	64	17	45	40	102	2	-	43	39	22
	7%	5%	5%	2%	4%	11%	9%	8%	8%	8%	1%	-%	9%	7%	4%
						abcd	ef	ef	ef	ef			c	c	
A student	77	3	4	1	7	63	62	12	1	75	-	-	72	4	*
	5%	1%	1%	1%	4%	11%	35%	2%	*%	6%	-%	-%	16%	1%	*%
					ab	abcd	bcdef	ce		bcef			bc	c	
Full-time responsibility for home/ family	90	19	30	5	9	28	3	46	39	89	1	-	19	59	11
	6%	6%	8%	9%	5%	5%	2%	8%	8%	7%	*%	-%	4%	11%	2%
			ade	e			e	aef	aef	aef			c	ac	
Retired	283	86	64	16	37	81	-	-	58	58	223	80	-	2	280
	19%	25%	18%	27%	22%	14%	-%	-%	12%	5%	88%	96%	-%	*%	56%
		be	e	be	e				abd	ab	abcd	abcde			ab
Other	43	8	12	*	7	16	2	14	24	40	2	-	8	19	15
	3%	2%	3%	1%	4%	3%	1%	2%	5%	3%	1%	-%	2%	4%	3%
								ef	abdef	aef				a	
Refused	2	*	-	-	-	2	1	-	1	2	-	-	1	1	-
	*%	*%	-%	-%	-%	*%	1%	-%	*%	*%	-%	-%	*%	*%	-%
							bd								
SUMMARY															
TOTAL EMPLOYED	900	205	227	35	105	335	94	453	326	873	26	3	317	414	167
	60%	61%	64%	60%	61%	57%	52%	79%	67%	70%	10%	4%	69%	77%	34%
			e				ef	acdef	aef	acef	f		c	ac	

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
In full time employment	671	403	265	226	227	150	64	571	55	30	**	66	270	264	151	421
	45%	52%	37%	55%	55%	48%	19%	46%	42%	39%	**	24%	47%	69%	33%	53%
		b		cd	cd	d							a	ab		a
In part time employment	229	76	151	53	53	68	50	194	20	11	**	67	90	36	72	124
	15%	10%	21%	13%	13%	22%	15%	16%	15%	14%	**	25%	16%	10%	16%	15%
			a			abd						bc	c			
Unemployed	105	60	45	6	12	10	76	89	10	4	**	44	30	4	53	35
	7%	8%	6%	1%	3%	3%	22%	7%	8%	5%	**	16%	5%	1%	12%	4%
					a	a	abc					bc	c		b	
A student	77	37	38	15	41	11	8	61	9	4	**	20	13	7	25	26
	5%	5%	5%	4%	10%	4%	2%	5%	7%	5%	**	7%	2%	2%	5%	3%
					acd							bc			b	
Full-time responsibility for home/ family	90	18	72	20	14	18	36	73	7	3	**	33	28	9	36	42
	6%	2%	10%	5%	3%	6%	10%	6%	5%	4%	**	12%	5%	2%	8%	5%
			a			b	abc					bc	c		b	
Retired	283	166	117	84	59	44	93	230	27	19	**	33	126	59	98	142
	19%	21%	16%	20%	14%	14%	27%	18%	20%	25%	**	12%	22%	15%	21%	18%
		b		bc			abc			a			ac		b	
Other	43	19	23	7	5	10	15	32	4	4	**	10	16	4	23	11
	3%	2%	3%	2%	1%	3%	4%	3%	3%	6%	**	4%	3%	1%	5%	1%
						ab	ab			a		c	c		b	
Refused	2	2	*	-	-	-	1	2	-	1	**	-	-	-	-	-
	*%	*%	*%	-%	-%	-%	*%	*%	-%	1%	**	-%	-%	-%	-%	-%
										a						
SUMMARY																
TOTAL EMPLOYED	900	479	416	279	281	218	114	765	75	41	**	133	361	300	223	544
	60%	61%	59%	68%	68%	70%	33%	61%	57%	53%	**	49%	63%	78%	49%	68%
				d	d	d		c					a	ab		a

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

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

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

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Mobile phone	1425	115	818	218	716	566	368	105	81	1159	188	1239	108	834	513	219
	95%	78%	98%	86%	98%	96%	94%	94%	98%	100%	100%	100%	100%	100%	100%	100%
			a		a				b							
Landline phone (i.e. home phone) or line rental	1245	147	837	254	731	592	393	111	83	933	178	1007	104	672	439	149
	83%	100%	100%	100%	100%	100%	100%	100%	100%	80%	95%	81%	97%	81%	86%	68%
											a		a	c	ac	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	65	833	169	730	549	350	97	77	924	184	1003	105	677	431	152
	81%	44%	100%	67%	100%	93%	89%	88%	93%	80%	98%	81%	97%	81%	84%	69%
			a		a	bc					a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1214	110	777	205	682	533	354	93	75	931	170	1001	100	664	437	149
	81%	75%	93%	81%	93%	90%	90%	84%	91%	80%	91%	81%	93%	80%	85%	68%
			a		a	c	c		c		a		a	c	ac	

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

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

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

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Mobile phone	1425	162	878	273	767	623	417	134	101	213	468	268	413
	95%	91%	98%	94%	98%	97%	96%	96%	98%	95%	98%	94%	99%
			a		a						a		a
Landline phone (i.e. home phone) or line rental	1245	140	884	249	775	612	412	132	99	197	471	255	412
	83%	79%	99%	86%	99%	96%	95%	94%	96%	88%	98%	90%	98%
			a		a						a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	177	897	291	783	640	434	140	103	191	476	249	417
	81%	100%	100%	100%	100%	100%	100%	100%	100%	85%	99%	88%	100%
											a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1214	133	834	234	734	580	388	122	91	224	478	284	419
	81%	75%	93%	80%	94%	90%	89%	87%	88%	100%	100%	100%	100%
			a		a								

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Mobile phone	1425	302	379	50	**	93	200	**	**	681	294	1056	369
	95%	98%	96%	97%	**	98%	92%	**	**	97%	94%	96%	92%
						b				b		b	
Landline phone (i.e. home phone) or line rental	1245	298	369	48	**	84	187	**	**	667	271	912	333
	83%	96%	94%	93%	**	88%	86%	**	**	95%	87%	83%	83%
		b								b			
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	298	368	50	**	85	169	**	**	666	255	926	289
	81%	97%	94%	97%	**	90%	78%	**	**	95%	82%	84%	72%
		b				b				b		b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1214	309	393	51	**	95	217	**	**	702	312	901	313
	81%	100%	100%	100%	**	100%	100%	**	**	100%	100%	82%	78%
												b	

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Mobile phone	1425	328	346	58	168	534	172	543	477	1192	228	71	437	519	464
	95%	97%	98%	100%	98%	91%	95%	95%	97%	96%	89%	84%	95%	96%	94%
		e	e	ae	e		ef	ef	abef	ef				c	
Landline phone (i.e. home phone) or line rental	1245	339	353	58	157	348	111	455	435	1000	241	79	319	462	460
	83%	100%	100%	100%	91%	59%	62%	80%	89%	81%	94%	95%	69%	86%	93%
		de	de	de	e			a	abd	a	abcd	abcd		a	ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	339	353	58	166	309	117	464	430	1011	200	50	335	460	416
	81%	100%	100%	100%	97%	53%	65%	81%	88%	82%	78%	60%	73%	86%	84%
		de	de	de	e			af	abdef	af	af			a	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1214	292	353	58	154	367	110	440	432	982	230	75	317	447	448
	81%	86%	100%	100%	90%	62%	61%	77%	88%	79%	90%	90%	69%	83%	90%
		e	ade	ade	e			a	abd	a	abd	abd		a	ab

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Mobile phone	1425	736	679	395	402	291	316	1191	124	72	**	256	545	373	430	770
	95%	94%	96%	96%	98%	93%	92%	95%	95%	92%	**	93%	95%	97%	94%	96%
				cd	cd									ab		a
Landline phone (i.e. home phone) or line rental	1245	641	597	367	354	254	255	1025	115	70	**	191	502	346	361	704
	83%	82%	84%	89%	86%	81%	74%	82%	88%	90%	**	70%	87%	91%	79%	88%
				bcd	cd	d			a	a			a	ab		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	620	587	362	357	246	236	1003	111	67	**	185	481	353	345	696
	81%	80%	83%	88%	87%	79%	69%	80%	84%	87%	**	68%	84%	92%	75%	87%
			a	cd	cd	d				a			a	ab		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1214	629	578	351	344	251	254	1010	110	64	**	195	470	350	350	690
	81%	81%	81%	85%	83%	81%	74%	81%	84%	82%	**	71%	82%	92%	76%	86%
				cd	d	d							a	ab		a

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

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

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

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Mobile phone	1347	102	790	203	689	542	350	96	74	1159	188	1239	108	834	513	219
	90%	69%	94%	80%	94%	92%	89%	87%	89%	100%	100%	100%	100%	100%	100%	100%
			a		a	c										
Landline phone (i.e. home phone) or line rental	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
	66%	100%	100%	100%	100%	100%	100%	100%	100%	63%	85%	65%	87%	65%	68%	49%
											a		a	c	c	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
	72%	36%	99%	62%	100%	91%	88%	85%	91%	69%	97%	71%	97%	73%	73%	56%
			a		a	bc			c		a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1064	103	763	196	670	519	347	88	70	814	163	880	96	593	384	123
	71%	70%	91%	77%	92%	88%	88%	79%	85%	70%	87%	71%	89%	71%	75%	56%
			a		a	c	c				a		a	c	ac	

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

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

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

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Mobile phone	1347	134	847	244	737	590	392	123	93	200	452	256	397
	90%	76%	94%	84%	94%	92%	90%	88%	90%	90%	94%	90%	95%
			a		a	c					a		a
Landline phone (i.e. home phone) or line rental	985	42	843	143	742	523	362	101	82	155	440	210	385
	66%	23%	94%	49%	95%	82%	83%	73%	80%	69%	92%	74%	92%
			a		a	c	c		c		a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1075	177	897	291	783	640	434	140	103	164	473	221	416
	72%	100%	100%	100%	100%	100%	100%	100%	100%	73%	99%	78%	99%
											a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1064	97	816	193	719	546	366	111	86	224	478	284	419
	71%	55%	91%	66%	92%	85%	84%	79%	83%	100%	100%	100%	100%
			a		a	c	c						

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Mobile phone	1347	290	362	47	**	90	193	**	**	652	283	997	350
	90%	94%	92%	92%	**	94%	89%	**	**	93%	91%	91%	87%
						b						b	
Landline phone (i.e. home phone) or line rental	985	263	332	37	**	75	165	**	**	595	240	687	298
	66%	85%	84%	73%	**	79%	76%	**	**	85%	77%	63%	74%
		c	c							b			a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1075	283	354	47	**	84	159	**	**	638	242	809	266
	72%	92%	90%	91%	**	88%	73%	**	**	91%	78%	74%	66%
						b				b		b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1064	309	393	51	**	95	217	**	**	702	312	774	290
	71%	100%	100%	100%	**	100%	100%	**	**	100%	100%	70%	72%

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Mobile phone	1347	313	333	58	165	487	157	513	457	1127	215	65	411	490	441
	90%	93%	94%	100%	96%	83%	87%	90%	93%	91%	84%	78%	89%	91%	89%
		e	e	abde	ae		f	ef	abdef	aef					
Landline phone (i.e. home phone) or line rental	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
	66%	100%	100%	100%	66%	22%	19%	57%	81%	61%	89%	93%	36%	72%	87%
		de	de	de	e			a	abd	ab	abcd	abcd		a	ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
	72%	100%	100%	100%	95%	29%	33%	71%	84%	71%	75%	57%	53%	79%	81%
		de	de	de	e			af	abdef	af	af	a		a	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1064	280	353	58	147	236	58	375	410	843	219	73	228	407	427
	71%	83%	100%	100%	86%	40%	32%	66%	84%	68%	86%	88%	50%	76%	86%
		e	ade	ade	e			a	abd	a	abd	abd		a	ab

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Mobile phone	1347	690	647	376	378	275	297	1126	117	68	**	240	520	349	407	728
	90%	89%	91%	92%	92%	88%	87%	90%	89%	88%	**	88%	90%	91%	89%	91%
			a	cd	cd									a		
Landline phone (i.e. home phone) or line rental	985	527	454	302	274	190	207	804	99	56	**	136	412	288	280	572
	66%	68%	64%	74%	66%	61%	60%	64%	75%	72%	**	50%	72%	75%	61%	71%
		b		bcd	cd				a	a			a	a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1075	569	501	326	317	209	208	886	100	61	**	154	436	325	293	629
	72%	73%	70%	79%	77%	67%	61%	71%	76%	79%	**	56%	76%	85%	64%	78%
				cd	cd	d				a			a	ab		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1064	564	495	313	301	216	222	883	96	58	**	161	425	316	299	610
	71%	72%	70%	76%	73%	69%	65%	71%	73%	75%	**	59%	74%	83%	65%	76%
				cd	d								a	ab		a

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

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

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

Base : Those responsible for the household's TV service

		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	2147	134	1565	333	1366	1046	653	199	143	1599	420	1780	239	1259	760	268
Effective Weighted Sample	1686	78	1427	207	1251	877	507	153	116	1287	384	1432	219	1042	599	208
Total	1064	103	763	196	670	519	347	88	70	814	163	880	96	593	384	123
Freeview (through a set-top box or television set)	435 41%	54 52% b	292 38%	92 47% b	253 38%	210 40%	136 39%	36 41%	27 39%	335 41%	61 37%	361 41%	35 37%	257 43% b	139 36%	51 42%
Sky TV (satellite TV, monthly subscription)	406 38%	32 31%	319 42% a	73 37%	278 41%	224 43% b	127 37%	39 45% b	34 48% b	315 39%	61 37%	346 39% b	30 31%	225 38%	151 39%	46 37%
Virgin TV (cable TV)	195 18%	7 7%	163 21% a	19 10%	151 23% a	93 18% cd	77 22% acd	9 10%	6 9%	142 17%	39 24% a	156 18%	25 26% a	108 18%	73 19%	24 20%
NOW TV	123 12%	15 14%	81 11%	29 15% b	67 10%	62 12%	34 10%	15 17% ab	11 16% b	99 12%	18 11%	105 12%	12 12%	75 13%	41 11%	15 12%
BT TV	108 10%	7 7%	83 11%	16 8%	74 11%	45 9%	45 13% ad	8 9%	3 5%	78 10%	21 13% a	81 9%	18 18% a	62 10%	37 10%	14 11%
Freesat (satellite TV, no monthly subscription)	103 10%	13 12%	72 9%	21 11%	64 10%	60 12% b	25 7%	11 13% b	8 11%	84 10%	15 9%	91 10%	8 8%	71 12% b	28 7%	15 12% b
TalkTalk TV	34 3%	5 5%	22 3%	7 3%	20 3%	19 4%	8 2%	3 3%	1 2%	28 4%	4 2%	30 3%	3 3%	21 3%	12 3%	5 4%
YouView (no monthly subscription)	33 3%	2 2%	26 3%	4 2%	23 3%	19 4%	9 3%	3 3%	2 3%	27 3%	6 4%	27 3%	6 6% a	24 4% b	9 2%	6 5% b
EE TV	21 2%	6 6% b	8 1%	7 4% b	7 1%	13 2% b	1 *%	3 3% b	* *%	11 1%	8 5% a	13 1%	6 6% a	14 2%	5 1%	6 5% ab
Plusnet TV	14 1%	3 3% b	6 1%	5 2% b	5 1%	9 2% b	* *%	2 3% b	1 2% b	11 1%	1 1%	11 1%	1 1%	10 2% b	2 *%	4 3% b

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

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

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

Base : Those responsible for the household's TV service

		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	2147	134	1565	333	1366	1046	653	199	143	1599	420	1780	239	1259	760	268
Effective Weighted Sample	1686	78	1427	207	1251	877	507	153	116	1287	384	1432	219	1042	599	208
Total	1064	103	763	196	670	519	347	88	70	814	163	880	96	593	384	123
Other satellite TV	13	-	8	2	6	6	2	1	1	10	2	11	1	7	5	1
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	50	12	19	14	17	17	14	3	3	37	5	39	3	21	21	4
	5%	12%	2%	7%	3%	3%	4%	4%	4%	5%	3%	4%	3%	4%	5%	3%
		b		b												
SUMMARY																
ANY PAY TV SERVICES	764	46	597	118	526	389	255	63	50	584	124	632	76	424	284	87
	72%	45%	78%	60%	78%	75%	73%	72%	72%	72%	76%	72%	79%	72%	74%	71%
			a		a								a			
ANY FREE TV SERVICES	494	62	330	105	287	241	151	42	32	381	71	412	41	298	155	61
	46%	60%	43%	54%	43%	47%	43%	48%	46%	47%	44%	47%	42%	50%	40%	50%
		b		b										b		b

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

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

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

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2147	243	1733	468	1508	1193	783	263	192	442	896	562	776
Effective Weighted Sample	1686	205	1566	405	1368	1067	703	224	171	323	806	422	704
Total	1064	97	816	193	719	546	366	111	86	224	478	284	419
Freeview (through a set-top box or television set)	435	52	310	95	268	224	138	45	36	53	107	69	91
	41%	54%	38%	49%	37%	41%	38%	41%	42%	24%	22%	24%	22%
		b		b									
Sky TV (satellite TV, monthly subscription)	406	25	342	68	299	225	142	44	35	161	237	196	202
	38%	26%	42%	35%	42%	41%	39%	40%	41%	72%	50%	69%	48%
			a		a					b		b	
Virgin TV (cable TV)	195	5	175	15	166	81	99	14	9	22	167	34	155
	18%	6%	21%	8%	23%	15%	27%	12%	10%	10%	35%	12%	37%
			a		a		acd				a		a
NOW TV	123	19	88	33	74	69	38	17	12	48	45	55	38
	12%	20%	11%	17%	10%	13%	10%	16%	14%	22%	9%	19%	9%
		b		b				b		b		b	
BT TV	108	4	90	14	80	49	44	9	6	28	62	38	53
	10%	4%	11%	7%	11%	9%	12%	9%	7%	13%	13%	13%	13%
			a		a		ad						
Freesat (satellite TV, no monthly subscription)	103	14	75	23	67	60	29	13	10	20	19	23	17
	10%	15%	9%	12%	9%	11%	8%	12%	12%	9%	4%	8%	4%
		b				b				b		b	
TalkTalk TV	34	5	23	7	21	17	12	3	2	9	19	12	16
	3%	5%	3%	4%	3%	3%	3%	2%	2%	4%	4%	4%	4%
		b											
YouView (no monthly subscription)	33	5	27	8	25	21	11	4	3	5	9	7	7
	3%	5%	3%	4%	3%	4%	3%	4%	3%	2%	2%	2%	2%
EE TV	21	3	10	5	8	11	2	2	1	9	10	11	8
	2%	4%	1%	3%	1%	2%	1%	2%	1%	4%	2%	4%	2%
		b		b		b		b		b		b	
Plusnet TV	14	1	7	2	6	7	1	2	2	7	4	7	4
	1%	1%	1%	1%	1%	1%	*%	2%	2%	3%	1%	3%	1%
						b		b	b	b		b	

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

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

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

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2147	243	1733	468	1508	1193	783	263	192	442	896	562	776
Effective Weighted Sample	1686	205	1566	405	1368	1067	703	224	171	323	806	422	704
Total	1064	97	816	193	719	546	366	111	86	224	478	284	419
Other satellite TV	13	5	8	6	6	9	4	2	2	8	2	9	*
	1%	5%	1%	3%	1%	2%	1%	2%	2%	4%	*%	3%	*%
		b		b						b		b	
None of these	50	13	19	15	17	21	12	5	4	-	-	-	-
	5%	14%	2%	8%	2%	4%	3%	5%	4%	-%	-%	-%	-%
		b		b									
SUMMARY													
ANY PAY TV SERVICES	764	49	642	119	572	399	292	76	58	224	478	284	419
	72%	51%	79%	62%	80%	73%	80%	69%	67%	100%	100%	100%	100%
			a		a		acd						
ANY FREE TV SERVICES	494	60	351	108	303	256	155	52	42	64	117	82	99
	46%	62%	43%	56%	42%	47%	42%	47%	49%	29%	24%	29%	24%
		b		b		b						b	

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

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

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

Base : Those responsible for the household's TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2147	604	734	118	70	231	475	39	33	1338	706	1613	534
Effective Weighted Sample	1686	511	612	92	61	183	325	29	25	1122	502	1356	366
Total	1064	309	393	51	33	95	217	15	14	702	312	774	290
Freeview (through a set-top box or television set)	435	68	91	10	**	81	195	**	**	160	275	292	143
	41%	22%	23%	19%	**	85%	90%	**	**	23%	88%	38%	49%
											a		a
Sky TV (satellite TV, monthly subscription)	406	154	244	25	**	4	3	**	**	398	8	313	93
	38%	50%	62%	48%	**	5%	2%	**	**	57%	2%	40%	32%
			ac			b				b		b	
Virgin TV (cable TV)	195	88	101	12	**	2	4	**	**	189	6	154	41
	18%	28%	26%	24%	**	2%	2%	**	**	27%	2%	20%	14%
										b		b	
NOW TV	123	55	38	14	**	12	17	**	**	93	29	117	5
	12%	18%	10%	27%	**	13%	8%	**	**	13%	9%	15%	2%
		b		ab		b				b		b	
BT TV	108	47	43	10	**	5	13	**	**	90	18	92	16
	10%	15%	11%	20%	**	6%	6%	**	**	13%	6%	12%	6%
		b		b						b		b	
Freesat (satellite TV, no monthly subscription)	103	22	17	4	**	30	34	**	**	39	64	75	28
	10%	7%	4%	7%	**	32%	16%	**	**	6%	20%	10%	10%
		b				b					a		
TalkTalk TV	34	18	10	2	**	2	3	**	**	28	6	28	6
	3%	6%	2%	4%	**	3%	1%	**	**	4%	2%	4%	2%
		b								b			
YouView (no monthly subscription)	33	8	6	1	**	7	12	**	**	14	19	28	5
	3%	3%	2%	3%	**	8%	5%	**	**	2%	6%	4%	2%
											a	b	
EE TV	21	16	3	4	**	1	*	**	**	19	1	20	1
	2%	5%	1%	9%	**	1%	*%	**	**	3%	*%	3%	*%
		b		b						b		b	
Plusnet TV	14	10	2	1	**	2	*	**	**	12	2	14	*
	1%	3%	*%	2%	**	2%	*%	**	**	2%	1%	2%	*%
		b		b		b						b	

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

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

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

Base : Those responsible for the household's TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2147	604	734	118	70	231	475	39	33	1338	706	1613	534
Effective Weighted Sample	1686	511	612	92	61	183	325	29	25	1122	502	1356	366
Total	1064	309	393	51	33	95	217	15	14	702	312	774	290
Other satellite TV	13	7	3	1	**	1	2	**	**	10	3	12	1
	1%	2%	1%	1%	**	2%	1%	**	**	1%	1%	2%	*%
		b										b	
None of these	50	-	-	-	**	-	-	**	**	-	-	31	19
	5%	-%	-%	-%	**	-%	-%	**	**	-%	-%	4%	7%
													a
SUMMARY													
ANY PAY TV SERVICES	764	309	393	51	**	25	36	**	**	702	62	606	158
	72%	100%	100%	100%	**	27%	17%	**	**	100%	20%	78%	54%
						b				b		b	
ANY FREE TV SERVICES	494	81	101	12	**	95	217	**	**	182	312	336	158
	46%	26%	26%	23%	**	100%	100%	**	**	26%	100%	43%	54%
											a		a

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

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

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

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2147	681	563	142	400	383	136	785	778	1699	443	126	505	800	837
Effective Weighted Sample	1686	655	540	136	346	234	101	643	649	1391	300	72	390	687	615
Total	1064	280	353	58	147	236	58	375	410	843	219	73	228	407	427
Freeview (through a set-top box or television set)	435	165	81	13	56	123	16	126	178	320	114	43	77	152	205
	41%	59%	23%	22%	38%	52%	28%	34%	43%	38%	52%	59%	34%	37%	48%
		bcde			bc	bcd			abd	ab	abcd	abcd			ab
Sky TV (satellite TV, monthly subscription)	406	92	184	17	65	58	19	151	166	336	69	19	85	171	149
	38%	33%	52%	29%	44%	25%	32%	40%	40%	40%	32%	25%	37%	42%	35%
		e	acde		ace			ef	ef	ef				c	
Virgin TV (cable TV)	195	11	118	30	22	15	12	74	77	163	32	7	49	73	72
	18%	4%	33%	51%	15%	7%	21%	20%	19%	19%	14%	10%	22%	18%	17%
			ade	abde	ae	a	f	ef	f	ef			c		
NOW TV	123	35	31	5	19	33	9	60	45	114	8	1	41	56	26
	12%	13%	9%	8%	13%	14%	16%	16%	11%	14%	4%	1%	18%	14%	6%
		b			b	b	ef	cef	ef	ef			bc	c	
BT TV	108	24	40	10	20	15	11	43	37	91	17	6	36	34	38
	10%	9%	11%	17%	14%	6%	18%	12%	9%	11%	8%	9%	16%	8%	9%
			e	abe	ae		bcdef	e					bc		
Freesat (satellite TV, no monthly subscription)	103	45	13	3	15	27	6	39	40	84	19	6	26	34	43
	10%	16%	4%	4%	10%	12%	11%	10%	10%	10%	9%	9%	11%	8%	10%
		bcd			bc	bc									
TalkTalk TV	34	4	14	2	4	9	4	14	9	28	6	2	15	9	11
	3%	1%	4%	3%	3%	4%	7%	4%	2%	3%	3%	2%	6%	2%	2%
			a			a	cde						bc		
YouView (no monthly subscription)	33	14	7	1	6	5	3	12	14	28	5	*	8	13	12
	3%	5%	2%	2%	4%	2%	5%	3%	3%	3%	2%	1%	4%	3%	3%
		be					f								
EE TV	21	1	1	5	5	8	4	14	2	20	*	-	15	5	1
	2%	1%	*%	8%	4%	4%	7%	4%	*%	2%	*%	-%	6%	1%	*%
				abde	ab	ab	cdef	cef		ce			bc	c	
Plusnet TV	14	3	3	*	2	6	4	6	2	12	2	*	9	2	4
	1%	1%	1%	*%	1%	3%	7%	2%	*%	1%	1%	*%	4%	*%	1%
						ab	bcdef	c		c			bc		

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

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

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

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2147	681	563	142	400	383	136	785	778	1699	443	126	505	800	837
Effective Weighted Sample	1686	655	540	136	346	234	101	643	649	1391	300	72	390	687	615
Total	1064	280	353	58	147	236	58	375	410	843	219	73	228	407	427
Other satellite TV	13	5	1	1	1	5	*	5	5	11	3	1	3	6	4
	1%	2%	*%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		b				b									
None of these	50	15	-	-	5	30	2	19	16	37	13	7	10	18	21
	5%	5%	-%	-%	3%	13%	3%	5%	4%	4%	6%	10%	5%	5%	5%
		bc			bc	abcd						abcd			
SUMMARY															
ANY PAY TV SERVICES	764	144	353	58	108	110	45	286	305	636	126	32	175	311	276
	72%	52%	100%	100%	74%	47%	78%	76%	74%	75%	58%	44%	77%	76%	65%
			ade	ade	ae		ef	ef	ef	ef	f		c	c	
ANY FREE TV SERVICES	494	188	87	14	67	140	20	152	199	371	122	45	97	173	224
	46%	67%	25%	25%	46%	59%	35%	40%	49%	44%	56%	61%	42%	42%	52%
		bcde			bc	bcd			abd	a	abcd	abcd			ab

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

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

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

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2147	1110	1024	640	616	427	444	1785	186	121	55	306	864	644	617	1225
Effective Weighted Sample	1686	855	824	560	500	325	306	1388	146	108	49	227	688	537	469	1001
Total	1064	564	495	313	301	216	222	883	96	58	27	161	425	316	299	610
Freeview (through a set-top box or television set)	435	249	183	138	119	78	94	371	33	20	**	62	173	129	130	248
	41%	44%	37%	44%	40%	36%	42%	42%	34%	34%	**	39%	41%	41%	43%	41%
		b		c			c	b								
Sky TV (satellite TV, monthly subscription)	406	214	189	128	114	89	71	332	39	25	**	57	165	137	115	233
	38%	38%	38%	41%	38%	41%	32%	38%	41%	43%	**	35%	39%	43%	38%	38%
				d	d	d								a		
Virgin TV (cable TV)	195	103	91	57	59	38	39	163	18	8	**	26	75	66	49	121
	18%	18%	18%	18%	20%	17%	18%	18%	19%	14%	**	16%	18%	21%	16%	20%
NOW TV	123	63	58	34	37	33	18	105	7	7	**	20	56	33	33	74
	12%	11%	12%	11%	12%	15%	8%	12%	8%	12%	**	12%	13%	10%	11%	12%
					d	ad										
BT TV	108	66	41	41	32	17	18	88	9	7	**	13	45	38	34	61
	10%	12%	8%	13%	11%	8%	8%	10%	10%	12%	**	8%	11%	12%	11%	10%
		b		cd												
Freesat (satellite TV, no monthly subscription)	103	65	38	36	33	23	11	85	8	6	**	15	37	38	24	65
	10%	12%	8%	11%	11%	11%	5%	10%	9%	11%	**	9%	9%	12%	8%	11%
		b		d	d	d								b		
TalkTalk TV	34	17	17	9	9	8	7	26	3	3	**	8	10	8	8	22
	3%	3%	3%	3%	3%	4%	3%	3%	3%	5%	**	5%	2%	3%	3%	4%
												bc				
YouView (no monthly subscription)	33	24	9	13	8	7	4	28	1	3	**	4	14	10	8	19
	3%	4%	2%	4%	3%	3%	2%	3%	1%	4%	**	2%	3%	3%	3%	3%
		b		d												
EE TV	21	12	9	4	7	6	4	19	-	1	**	4	6	5	10	7
	2%	2%	2%	1%	2%	3%	2%	2%	-%	1%	**	3%	1%	2%	3%	1%
								b							b	

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

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

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

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2147	1110	1024	640	616	427	444	1785	186	121	55	306	864	644	617	1225
Effective Weighted Sample	1686	855	824	560	500	325	306	1388	146	108	49	227	688	537	469	1001
Total	1064	564	495	313	301	216	222	883	96	58	27	161	425	316	299	610
Plusnet TV	14	11	1	3	5	3	2	13	*	*	**	4	4	3	4	6
	1%	2%	*%	1%	2%	1%	1%	1%	*%	*%	**	2%	1%	1%	1%	1%
		b														
Other satellite TV	13	7	6	5	3	3	3	12	1	-	**	1	6	2	4	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	-%	**	*%	1%	1%	1%	1%
None of these	50	27	22	12	13	9	16	41	7	1	**	11	13	11	13	27
	5%	5%	4%	4%	4%	4%	7%	5%	7%	2%	**	7%	3%	3%	4%	4%
							ab					bc				
SUMMARY																
ANY PAY TV SERVICES	764	404	356	233	216	168	140	625	71	47	**	106	314	240	211	446
	72%	72%	72%	74%	72%	78%	63%	71%	74%	80%	**	66%	74%	76%	70%	73%
				d	d	bd				a			a	a		
ANY FREE TV SERVICES	494	281	210	154	140	90	103	418	38	25	**	72	192	150	142	284
	46%	50%	42%	49%	47%	42%	46%	47%	39%	42%	**	45%	45%	47%	47%	47%
		b		c				b								

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

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

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

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

		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	2044	121	1515	315	1321	1009	627	191	136	1520	407	1695	232	1206	721	258
Effective Weighted Sample	1624	70	1383	198	1210	850	498	146	110	1237	371	1378	212	998	580	199
Total	1014	91	744	182	653	502	333	84	67	776	158	841	94	572	363	119
Sky TV (satellite TV, monthly subscription)	387 38%	29 32%	309 42% a	69 38%	269 41%	215 43% b	123 37%	36 43%	33 49% b	301 39%	59 37%	331 39% b	29 31%	213 37%	146 40%	43 36%
Freeview (through a set-top box or television set)	259 26%	48 52% b	148 20%	67 37% b	129 20%	116 23%	81 24%	21 25%	17 25%	199 26% b	33 21%	213 25%	19 20%	148 26%	84 23%	31 26%
Virgin TV (cable TV)	179 18%	4 4%	154 21% a	14 8%	143 22% a	84 17% cd	74 22% acd	9 10%	6 9%	130 17%	36 23% a	141 17%	24 26% a	99 17%	66 18%	21 17%
BT TV	58 6%	1 1%	46 6% a	7 4%	40 6%	22 4%	25 8% a	5 6%	2 4%	45 6%	8 5%	46 5%	8 9%	31 5%	23 6%	6 5%
Freesat (satellite TV, no monthly subscription)	44 4%	4 5%	32 4%	8 4%	28 4%	25 5%	11 3%	5 6%	4 6%	33 4%	9 6%	38 5%	4 4%	29 5%	13 3%	5 4%
NOW TV	40 4%	6 6% b	20 3%	12 7% b	14 2%	17 3%	9 3%	4 5%	3 5%	32 4%	4 2%	34 4%	3 3%	22 4%	15 4%	6 5%
TalkTalk TV	19 2%	- -%	17 2%	1 1%	16 2% a	11 2%	5 2%	1 1%	1 1%	17 2%	2 1%	18 2%	2 2%	11 2%	8 2%	1 1%
YouView (no monthly subscription)	9 1%	1 1%	7 1%	1 1%	7 1%	5 1%	3 1%	1 1%	1 1%	8 1%	1 *%	8 1%	1 1%	8 1% b	1 *%	2 2% b
EE TV	7 1%	- -%	4 1%	1 *%	4 1%	4 1%	1 *%	1 1%	- -%	2 *%	6 3% a	2 *%	5 5% a	4 1%	3 1%	2 1%
Other satellite TV	6 1%	- -%	3 *%	1 1%	2 *%	2 *%	1 *%	- -%	- -%	6 1%	1 *%	6 1%	* *%	4 1%	2 1%	1 1%

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

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

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

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

		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	2044	121	1515	315	1321	1009	627	191	136	1520	407	1695	232	1206	721	258
Effective Weighted Sample	1624	70	1383	198	1210	850	498	146	110	1237	371	1378	212	998	580	199
Total	1014	91	744	182	653	502	333	84	67	776	158	841	94	572	363	119
Plusnet TV	5	-	3	*	2	2	*	1	1	3	1	3	*	3	1	1
	*%	-%	*%	*%	*%	*%	*%	1%	2%	*%	*%	*%	*%	*%	*%	1%
								b	b							
SUMMARY																
ANY PAY TV SERVICES	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
	69%	43%	75%	58%	75%	71%	72%	68%	68%	69%	73%	69%	75%	68%	73%	68%
			a		a										a	
ANY FREE TV SERVICES	312	52	188	76	164	145	94	27	21	240	42	260	23	185	98	38
	31%	57%	25%	42%	25%	29%	28%	32%	32%	31%	27%	31%	25%	32%	27%	32%
		b		b										b		

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2044	209	1682	428	1463	1142	749	251	183	442	896	562	776
Effective Weighted Sample	1624	176	1520	371	1327	1020	675	214	163	323	806	422	704
Total	1014	83	796	178	702	525	355	106	82	224	478	284	419
Sky TV (satellite TV, monthly subscription)	387	21	331	63	289	216	136	41	34	156	232	190	197
	38%	25%	42%	35%	41%	41%	38%	39%	41%	70%	48%	67%	47%
			a		a					b		b	
Freeview (through a set-top box or television set)	259	39	157	63	133	130	66	29	24	-	-	-	-
	26%	47%	20%	35%	19%	25%	19%	27%	29%	-%	-%	-%	-%
		b		b		b		b	b				
Virgin TV (cable TV)	179	2	166	11	158	75	93	13	9	13	166	25	154
	18%	3%	21%	6%	22%	14%	26%	12%	10%	6%	35%	9%	37%
			a		a		acd				a		a
BT TV	58	*	52	6	47	27	26	7	4	8	50	16	43
	6%	1%	7%	3%	7%	5%	7%	6%	5%	4%	11%	6%	10%
			a		a						a		a
Freesat (satellite TV, no monthly subscription)	44	5	32	10	28	26	12	6	5	-	-	-	-
	4%	7%	4%	6%	4%	5%	3%	6%	6%	-%	-%	-%	-%
NOW TV	40	10	22	17	15	22	10	6	3	36	4	38	1
	4%	12%	3%	9%	2%	4%	3%	5%	4%	16%	1%	14%	*%
		b		b						b		b	
TalkTalk TV	19	-	18	1	17	11	7	1	1	2	17	5	15
	2%	-%	2%	*%	2%	2%	2%	1%	1%	1%	4%	2%	3%
			a		a						a		a
YouView (no monthly subscription)	9	1	7	2	7	5	4	1	1	-	-	-	-
	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%
EE TV	7	*	5	1	4	6	*	1	-	1	7	2	6
	1%	1%	1%	1%	1%	1%	*%	*%	-%	*%	1%	1%	1%
						b							
Other satellite TV	6	3	3	5	2	5	1	1	1	6	-	6	-
	1%	4%	*%	3%	*%	1%	*%	1%	1%	3%	-%	2%	-%
		b		b						b		b	

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2044	209	1682	428	1463	1142	749	251	183	442	896	562	776
Effective Weighted Sample	1624	176	1520	371	1327	1020	675	214	163	323	806	422	704
Total	1014	83	796	178	702	525	355	106	82	224	478	284	419
Plusnet TV	5	-	3	*	3	3	*	1	1	2	3	2	3
	*%	-%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%
								b	b				
SUMMARY													
ANY PAY TV SERVICES	702	38	600	103	535	364	273	69	52	224	478	284	419
	69%	45%	75%	58%	76%	69%	77%	66%	64%	100%	100%	100%	100%
			a		a		acd						
ANY FREE TV SERVICES	312	46	196	75	167	161	81	36	30	-	-	-	-
	31%	55%	25%	42%	24%	31%	23%	34%	36%	-%	-%	-%	-%
		b		b		b		b	b				

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2044	604	734	118	70	231	475	39	33	1338	706	1536	508
Effective Weighted Sample	1624	511	612	92	61	183	325	29	25	1122	502	1294	356
Total	1014	309	393	51	33	95	217	15	14	702	312	743	271
Sky TV (satellite TV, monthly subscription)	387	147	240	24	**	-	-	**	**	387	-	296	91
	38%	48%	61%	46%	**	-%	-%	**	**	55%	-%	40%	34%
			ac							b		b	
Freeview (through a set-top box or television set)	259	-	-	-	**	72	187	**	**	-	259	149	110
	26%	-%	-%	-%	**	76%	86%	**	**	-%	83%	20%	41%
							a				a		a
Virgin TV (cable TV)	179	80	98	11	**	-	-	**	**	179	-	139	40
	18%	26%	25%	21%	**	-%	-%	**	**	25%	-%	19%	15%
										b		b	
BT TV	58	31	27	7	**	-	-	**	**	58	-	51	8
	6%	10%	7%	14%	**	-%	-%	**	**	8%	-%	7%	3%
		b		b						b		b	
Freesat (satellite TV, no monthly subscription)	44	-	-	-	**	20	24	**	**	-	44	30	14
	4%	-%	-%	-%	**	21%	11%	**	**	-%	14%	4%	5%
						b					a		
NOW TV	40	23	17	6	**	-	-	**	**	40	-	38	1
	4%	7%	4%	11%	**	-%	-%	**	**	6%	-%	5%	*%
		b		b						b		b	
TalkTalk TV	19	12	7	2	**	-	-	**	**	19	-	15	4
	2%	4%	2%	3%	**	-%	-%	**	**	3%	-%	2%	2%
		b								b			
YouView (no monthly subscription)	9	-	-	-	**	3	6	**	**	-	9	7	2
	1%	-%	-%	-%	**	3%	3%	**	**	-%	3%	1%	1%
											a		
EE TV	7	6	1	1	**	-	-	**	**	7	-	7	*
	1%	2%	*%	2%	**	-%	-%	**	**	1%	-%	1%	*%
		b		b						b			
Other satellite TV	6	5	2	*	**	-	-	**	**	6	-	5	1
	1%	1%	*%	*%	**	-%	-%	**	**	1%	-%	1%	*%
		b								b			

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2044	604	734	118	70	231	475	39	33	1338	706	1536	508
Effective Weighted Sample	1624	511	612	92	61	183	325	29	25	1122	502	1294	356
Total	1014	309	393	51	33	95	217	15	14	702	312	743	271
Plusnet TV	5	4	1	1	**	-	-	**	**	5	-	5	-
	*%	1%	*%	2%	**	-%	-%	**	**	1%	-%	1%	-%
		b		b						b			
SUMMARY													
ANY PAY TV SERVICES	702	309	393	51	**	-	-	**	**	702	-	557	146
	69%	100%	100%	100%	**	-%	-%	**	**	100%	-%	75%	54%
										b		b	
ANY FREE TV SERVICES	312	-	-	-	**	95	217	**	**	-	312	186	126
	31%	-%	-%	-%	**	100%	100%	**	**	-%	100%	25%	46%
											a		a

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2044	642	563	142	387	332	130	737	751	1618	422	117	476	761	803
Effective Weighted Sample	1624	618	540	136	334	204	97	604	633	1332	294	68	367	656	604
Total	1014	265	353	58	142	206	56	356	395	807	206	66	218	389	406
Sky TV (satellite TV, monthly subscription)	387	87	181	16	62	52	16	144	160	319	68	18	76	165	146
	38%	33%	51%	28%	44%	25%	28%	40%	40%	40%	33%	27%	35%	42%	36%
		e	acde		ace			aef	aef	aef				ac	
Freeview (through a set-top box or television set)	259	124	-	-	33	102	11	70	95	176	83	36	45	81	132
	26%	47%	-%	-%	23%	50%	20%	20%	24%	22%	40%	54%	21%	21%	33%
		bcd			bc	bcd			b		abcd	abcde			ab
Virgin TV (cable TV)	179	3	118	29	19	9	11	66	72	149	30	7	41	70	67
	18%	1%	33%	50%	14%	5%	20%	19%	18%	18%	15%	11%	19%	18%	17%
			ade	abde	ae	a	f	f	f	f					
BT TV	58	3	35	7	8	5	6	26	19	51	8	2	20	20	19
	6%	1%	10%	12%	6%	2%	11%	7%	5%	6%	4%	4%	9%	5%	5%
			ade	ade	ae		cef	e					bc		
Freesat (satellite TV, no monthly subscription)	44	24	-	-	9	11	3	14	19	36	8	2	8	16	19
	4%	9%	-%	-%	6%	6%	6%	4%	5%	4%	4%	3%	4%	4%	5%
		bc			bc	bc									
NOW TV	40	14	3	-	5	18	5	19	15	38	2	-	14	17	8
	4%	5%	1%	-%	4%	9%	8%	5%	4%	5%	1%	-%	7%	4%	2%
		bc			bc	abcd	cef	ef	ef	ef			c	c	
TalkTalk TV	19	1	14	2	1	1	2	6	8	15	4	1	5	7	8
	2%	*%	4%	3%	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%
			ade	a											
YouView (no monthly subscription)	9	7	-	-	1	1	-	3	5	8	1	-	1	5	3
	1%	2%	-%	-%	1%	1%	-%	1%	1%	1%	1%	-%	*%	1%	1%
		bde													
EE TV	7	-	1	4	2	1	1	5	1	7	*	-	3	4	*
	1%	-%	*%	7%	2%	*%	2%	1%	*%	1%	*%	-%	1%	1%	*%
				abde	ab		ce	ce					c	c	
Other satellite TV	6	2	-	-	1	3	-	4	1	5	1	*	1	3	2
	1%	1%	-%	-%	1%	2%	-%	1%	*%	1%	1%	1%	1%	1%	1%
		b				b									

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2044	642	563	142	387	332	130	737	751	1618	422	117	476	761	803
Effective Weighted Sample	1624	618	540	136	334	204	97	604	633	1332	294	68	367	656	604
Total	1014	265	353	58	142	206	56	356	395	807	206	66	218	389	406
Plusnet TV	5	*	2	*	1	1	2	1	1	4	*	-	2	1	2
	*%	*%	1%	*%	*%	1%	3%	*%	*%	1%	*%	-%	1%	*%	*%
							bcde								
SUMMARY															
ANY PAY TV SERVICES	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
	69%	42%	100%	100%	70%	44%	75%	76%	70%	73%	55%	43%	75%	74%	62%
			ade	ade	ae		ef	cef	ef	ef	f		c	c	
ANY FREE TV SERVICES	312	155	-	-	42	115	14	86	119	219	92	38	55	102	154
	31%	58%	-%	-%	30%	56%	25%	24%	30%	27%	45%	57%	25%	26%	38%
		bcd			bc	bcd			b		abcd	abcde			ab

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1060	973	617	583	409	417	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	828	789	548	473	311	295	1335	140	105	47	216	673	514	451	969
Total	1014	536	473	301	288	207	207	842	89	57	26	151	412	306	286	583
Sky TV (satellite TV, monthly subscription)	387	203	182	122	110	84	68	318	38	24	**	55	158	129	112	221
	38%	38%	38%	40%	38%	41%	33%	38%	42%	42%	**	37%	38%	42%	39%	38%
				d		d										
Freeview (through a set-top box or television set)	259	139	119	74	70	40	70	227	17	9	**	44	100	69	84	137
	26%	26%	25%	25%	24%	19%	34%	27%	19%	16%	**	29%	24%	23%	29%	24%
							abc	bc				c			b	
Virgin TV (cable TV)	179	92	87	54	52	36	36	149	17	8	**	22	71	60	44	111
	18%	17%	18%	18%	18%	17%	17%	18%	19%	14%	**	15%	17%	20%	15%	19%
BT TV	58	36	22	19	18	12	10	46	6	4	**	7	29	16	15	38
	6%	7%	5%	6%	6%	6%	5%	5%	7%	8%	**	5%	7%	5%	5%	7%
Freesat (satellite TV, no monthly subscription)	44	25	19	13	16	8	6	36	3	3	**	8	14	15	10	28
	4%	5%	4%	4%	5%	4%	3%	4%	4%	6%	**	5%	4%	5%	4%	5%
NOW TV	40	17	23	6	12	15	6	30	4	5	**	5	24	6	11	23
	4%	3%	5%	2%	4%	7%	3%	4%	4%	8%	**	3%	6%	2%	4%	4%
			a		a	abd				a			c			
TalkTalk TV	19	9	10	5	4	5	4	13	3	3	**	5	7	4	3	14
	2%	2%	2%	2%	2%	2%	2%	2%	3%	5%	**	3%	2%	1%	1%	2%
										a						
YouView (no monthly subscription)	9	5	4	4	2	1	2	7	*	1	**	*	4	3	2	5
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	**	*%	1%	1%	1%	1%
EE TV	7	3	4	2	2	2	1	6	-	*	**	2	2	2	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**	1%	*%	1%	1%	*%
															b	
Other satellite TV	6	4	2	1	2	2	1	6	1	-	**	1	3	1	2	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	**	*%	1%	*%	1%	*%

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1060	973	617	583	409	417	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	828	789	548	473	311	295	1335	140	105	47	216	673	514	451	969
Total	1014	536	473	301	288	207	207	842	89	57	26	151	412	306	286	583
Plusnet TV	5	4	1	*	1	1	2	4	*	*	**	2	1	*	1	1
	*%	1%	*%	*%	*%	1%	1%	1%	*%	*%	**	1%	*%	*%	*%	*%
							a					bc				
SUMMARY																
ANY PAY TV SERVICES	702	367	332	209	201	158	128	572	69	44	**	98	294	218	190	413
	69%	68%	70%	69%	70%	76%	62%	68%	77%	77%	**	65%	71%	71%	67%	71%
				d	d	abd			a	a						
ANY FREE TV SERVICES	312	169	141	92	87	49	78	270	21	13	**	52	118	87	96	170
	31%	32%	30%	31%	30%	24%	38%	32%	23%	23%	**	35%	29%	29%	33%	29%
				c	c		abc	bc								

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

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

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

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Netflix	887	60	491	121	430	345	207	73	51	695	111	740	67	512	295	133
	59%	41%	59%	48%	59%	58%	53%	66%	62%	60%	59%	60%	62%	61%	57%	61%
			a		a	b		ab	b					b		
Amazon Prime Video	654	42	390	86	346	273	159	53	37	512	89	547	54	390	211	98
	44%	28%	47%	34%	47%	46%	41%	48%	45%	44%	47%	44%	50%	47%	41%	45%
			a		a	b		b						b		
Disney+	332	28	169	49	148	129	68	30	22	257	35	273	19	188	104	53
	22%	19%	20%	19%	20%	22%	17%	27%	27%	22%	19%	22%	18%	23%	20%	24%
						b		b	b							
NOW TV	180	21	97	36	83	81	37	24	14	143	18	149	12	110	52	33
	12%	14%	12%	14%	11%	14%	9%	22%	17%	12%	10%	12%	11%	13%	10%	15%
						b		ab	b					b		b
Apple TV+	75	6	34	12	27	25	14	8	4	60	9	64	5	46	23	13
	5%	4%	4%	5%	4%	4%	4%	8%	4%	5%	5%	5%	5%	6%	5%	6%
								ab								
You Tube Premium (monthly paid subscription, ad free)	65	10	29	16	23	27	11	6	3	54	6	56	4	41	19	18
	4%	7%	3%	6%	3%	5%	3%	6%	3%	5%	3%	5%	4%	5%	4%	8%
		b		b												ab
ITV Hub+ (premium service with no adverts)	45	6	23	10	19	20	9	7	4	33	5	34	4	28	10	13
	3%	4%	3%	4%	3%	3%	2%	6%	5%	3%	3%	3%	3%	3%	2%	6%
								b	b					b		ab
Britbox	37	1	19	3	18	14	6	3	2	29	4	31	3	23	11	6
	2%	1%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	3%	3%	2%	3%
Hayu	37	10	11	12	9	15	6	5	1	29	2	30	1	22	8	7
	2%	7%	1%	5%	1%	3%	2%	5%	2%	2%	1%	2%	1%	3%	2%	3%
		b		b				ab								
All4+ (premium service with no adverts)	34	4	20	8	16	18	6	5	3	26	4	27	3	24	6	12
	2%	3%	2%	3%	2%	3%	2%	5%	4%	2%	2%	2%	2%	3%	1%	6%
						b		b	b					b		ab

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

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

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

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Eurosport Player	16	2	9	4	7	8	3	2	1	12	4	13	3	12	4	3
	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%
													a			
Eleven Sports	10	3	2	3	2	3	1	1	-	6	1	6	*	6	1	1
	1%	2%	*%	1%	*%	1%	*%	1%	-%	*%	*%	*%	*%	1%	*%	*%
		b		b										b		
Any other paid-for streaming services	25	1	15	3	12	9	7	2	1	18	6	21	3	19	5	5
	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	3%	2%	3%	2%	1%	2%
											a			b		b
SUMMARY																
ANY OTT SERVICES	1099	78	609	156	531	435	252	91	64	860	137	914	82	653	343	179
	73%	53%	73%	61%	73%	73%	64%	82%	77%	74%	73%	74%	76%	78%	67%	82%
			a		a	b		ab	b					b		b
No, none	401	69	229	98	200	157	141	20	19	299	51	325	25	180	170	40
	27%	47%	27%	39%	27%	27%	36%	18%	23%	26%	27%	26%	24%	22%	33%	18%
		b		b		c	acd								ac	

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

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

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

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Netflix	887	125	540	193	472	401	264	98	66	158	313	197	274
	59%	70%	60%	66%	60%	63%	61%	70%	64%	71%	65%	70%	65%
		b		b				ab					
Amazon Prime Video	654	88	421	138	371	313	195	71	53	117	239	146	210
	44%	49%	47%	47%	47%	49%	45%	51%	51%	52%	50%	51%	50%
								b					
Disney+	332	53	188	78	164	154	87	41	28	64	114	78	101
	22%	30%	21%	27%	21%	24%	20%	29%	28%	29%	24%	28%	24%
		b		b		b		ab	b				
NOW TV	180	29	104	43	91	88	45	24	15	42	53	47	47
	12%	16%	12%	15%	12%	14%	10%	17%	15%	19%	11%	17%	11%
		b		b		b		b		b		b	
Apple TV+	75	15	37	22	30	34	18	7	3	19	22	23	19
	5%	8%	4%	7%	4%	5%	4%	5%	3%	9%	5%	8%	5%
		b		b						b		b	
You Tube Premium (monthly paid subscription, ad free)	65	10	31	17	24	31	10	9	5	13	21	18	17
	4%	6%	3%	6%	3%	5%	2%	6%	5%	6%	4%	6%	4%
		b		b		b		b					
ITV Hub+ (premium service with no adverts)	45	7	25	11	21	21	11	7	4	12	17	15	14
	3%	4%	3%	4%	3%	3%	2%	5%	4%	5%	4%	5%	3%
								b					
Britbox	37	8	19	9	17	19	8	3	2	4	11	5	10
	2%	4%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%
		b											
Hayu	37	5	12	8	10	10	7	4	2	9	8	9	7
	2%	3%	1%	3%	1%	2%	2%	3%	2%	4%	2%	3%	2%
		b		b						b			
All4+ (premium service with no adverts)	34	2	21	7	16	16	7	7	3	8	15	12	11
	2%	1%	2%	2%	2%	3%	2%	5%	3%	4%	3%	4%	3%
								ab					

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

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

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

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Eurosport Player	16	2	11	5	8	9	4	4	2	4	8	7	4
	1%	1%	1%	2%	1%	1%	1%	3%	2%	2%	2%	2%	1%
								b					
Eleven Sports	10	2	2	3	2	3	1	2	1	1	2	2	1
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%
		b		b				b					
Any other paid-for streaming services	25	3	16	5	14	12	7	3	1	3	6	5	4
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%
SUMMARY													
ANY OTT SERVICES	1099	145	664	230	578	492	317	117	83	183	374	231	326
	73%	82%	74%	79%	74%	77%	73%	84%	80%	82%	78%	81%	78%
		b		b		b		ab	b				
No, none	401	32	234	61	205	149	117	23	20	41	105	53	93
	27%	18%	26%	21%	26%	23%	27%	16%	20%	18%	22%	19%	22%
			a		a	c	acd						

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Netflix	887	208	263	40	**	56	87	**	**	471	143	887	-
	59%	67%	67%	78%	**	59%	40%	**	**	67%	46%	81%	-%
				ab		b				b		b	
Amazon Prime Video	654	156	200	28	**	44	71	**	**	356	114	654	-
	44%	51%	51%	54%	**	46%	33%	**	**	51%	37%	60%	-%
						b				b		b	
Disney+	332	78	101	21	**	16	23	**	**	179	39	332	-
	22%	25%	26%	41%	**	17%	11%	**	**	25%	13%	30%	-%
				ab		b				b		b	
NOW TV	180	54	40	14	**	13	19	**	**	95	32	180	-
	12%	18%	10%	27%	**	13%	9%	**	**	13%	10%	16%	-%
		b		ab						b		b	
Apple TV+	75	22	20	6	**	2	5	**	**	42	7	75	-
	5%	7%	5%	11%	**	2%	2%	**	**	6%	2%	7%	-%
				b						b		b	
You Tube Premium (monthly paid subscription, ad free)	65	21	13	5	**	4	2	**	**	34	6	65	-
	4%	7%	3%	10%	**	4%	1%	**	**	5%	2%	6%	-%
		b		b		b				b		b	
ITV Hub+ (premium service with no adverts)	45	16	14	5	**	1	3	**	**	29	4	45	-
	3%	5%	3%	10%	**	2%	1%	**	**	4%	1%	4%	-%
				ab						b		b	
Britbox	37	9	6	1	**	3	5	**	**	15	8	37	-
	2%	3%	1%	3%	**	3%	2%	**	**	2%	2%	3%	-%
												b	
Hayu	37	10	7	1	**	2	1	**	**	17	3	37	-
	2%	3%	2%	2%	**	2%	*%	**	**	2%	1%	3%	-%
										b		b	
All4+ (premium service with no adverts)	34	14	9	3	**	1	1	**	**	23	2	34	-
	2%	5%	2%	6%	**	1%	1%	**	**	3%	1%	3%	-%
		b		b						b		b	

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Eurosport Player	16	8	4	3	**	1	-	**	**	11	1	16	-
	1%	3%	1%	6%	**	1%	-%	**	**	2%	*%	1%	-%
		b		b		b				b		b	
Eleven Sports	10	2	1	-	**	*	-	**	**	3	*	10	-
	1%	1%	*%	-%	**	*%	-%	**	**	*%	*%	1%	-%
												b	
Any other paid-for streaming services	25	4	5	-	**	4	4	**	**	9	7	25	-
	2%	1%	1%	-%	**	4%	2%	**	**	1%	2%	2%	-%
												b	
SUMMARY													
ANY OTT SERVICES	1099	249	307	46	**	70	117	**	**	557	186	1099	-
	73%	81%	78%	90%	**	73%	54%	**	**	79%	60%	100%	-%
				ab		b				b		b	
No, none	401	60	86	5	**	26	100	**	**	146	126	-	401
	27%	19%	22%	10%	**	27%	46%	**	**	21%	40%	-%	100%
		c	c				a				a		a

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Netflix	887	184	228	34	111	338	140	414	269	823	62	9	363	345	176
	59%	54%	64%	58%	64%	57%	78%	73%	55%	66%	24%	10%	79%	64%	36%
			ae		ae		bcdef	cdef	ef	cef	f		bc	c	
Amazon Prime Video	654	149	175	26	85	226	84	297	214	594	59	13	231	269	153
	44%	44%	50%	45%	49%	38%	46%	52%	44%	48%	23%	15%	50%	50%	31%
		e	ae		e		ef	cdef	ef	cef	f		c	c	
Disney+	332	61	85	9	38	141	65	193	68	326	6	1	175	137	20
	22%	18%	24%	16%	22%	24%	36%	34%	14%	26%	2%	1%	38%	25%	4%
			ac			ac	cdef	cdef	ef	cef			bc	c	
NOW TV	180	45	38	6	18	74	23	99	49	170	9	1	81	73	25
	12%	13%	11%	10%	11%	13%	13%	17%	10%	14%	3%	1%	18%	14%	5%
							ef	acdef	ef	cef			bc	c	
Apple TV+	75	14	13	3	9	36	16	41	16	73	1	-	36	32	6
	5%	4%	4%	5%	5%	6%	9%	7%	3%	6%	*%	-%	8%	6%	1%
						b	cdef	cef	ef	cef			c	c	
You Tube Premium (monthly paid subscription, ad free)	65	9	14	2	7	33	17	39	9	65	1	*	45	17	3
	4%	3%	4%	4%	4%	6%	9%	7%	2%	5%	*%	*%	10%	3%	1%
						a	cdef	cdef	e	cef			bc	c	
ITV Hub+ (premium service with no adverts)	45	8	12	1	6	19	11	28	5	44	1	*	31	12	2
	3%	2%	3%	2%	4%	3%	6%	5%	1%	4%	*%	*%	7%	2%	*%
							cdef	cdef		cef			bc	c	
Britbox	37	7	7	2	4	17	5	19	8	32	4	*	16	13	8
	2%	2%	2%	3%	2%	3%	3%	3%	2%	3%	2%	1%	3%	2%	2%
								c					c		
Hayu	37	4	5	1	3	24	10	22	4	37	*	-	23	13	1
	2%	1%	1%	1%	2%	4%	6%	4%	1%	3%	*%	-%	5%	2%	*%
						abd	cdef	cef		cef			bc	c	
All4+ (premium service with no adverts)	34	6	10	1	4	12	6	26	1	33	*	-	28	6	*
	2%	2%	3%	2%	3%	2%	3%	5%	*%	3%	*%	-%	6%	1%	*%
							cef	cdef		cef			bc	c	

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Eurosport Player	16	2	4	1	5	5	3	9	3	16	1	*	10	5	1
	1%	1%	1%	2%	3%	1%	2%	2%	1%	1%	*%	*%	2%	1%	*%
				a	abe		ce	ce					bc	c	
Eleven Sports	10	1	1	-	1	7	5	4	*	10	-	-	8	2	*
	1%	*%	*%	-%	1%	1%	3%	1%	*%	1%	-%	-%	2%	*%	*%
						ab	bcdef	ce		ce			bc		
Any other paid-for streaming services	25	8	3	2	5	9	3	12	7	21	4	2	8	10	7
	2%	2%	1%	3%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%
		b		b	b										
SUMMARY															
ANY OTT SERVICES	1099	236	274	41	132	425	166	495	342	1003	94	18	422	434	241
	73%	70%	77%	71%	77%	72%	92%	87%	70%	81%	37%	22%	92%	81%	49%
			ae		a		bcdef	cdef	ef	cef	f		bc	c	
No, none	401	102	80	17	40	163	14	75	148	237	161	66	38	105	255
	27%	30%	23%	29%	23%	28%	8%	13%	30%	19%	63%	78%	8%	19%	51%
		bd				b		a	abd	ab	abcd	abcde		a	ab

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Netflix	887	441	439	270	261	192	155	741	73	50	**	156	327	264	269	486
	59%	57%	62%	66%	64%	62%	45%	59%	56%	65%	**	57%	57%	69%	59%	61%
			a	d	d	d								ab		
Amazon Prime Video	654	349	301	221	199	127	102	541	62	36	**	102	249	217	183	377
	44%	45%	42%	54%	48%	41%	30%	43%	47%	47%	**	37%	43%	57%	40%	47%
				bcd	cd	d							a	ab		a
Disney+	332	151	179	97	99	77	56	271	30	19	**	70	117	100	111	173
	22%	19%	25%	24%	24%	25%	16%	22%	23%	24%	**	26%	20%	26%	24%	22%
			a	d	d	d						b		b		
NOW TV	180	94	84	50	56	40	33	148	16	12	**	37	72	51	63	97
	12%	12%	12%	12%	14%	13%	10%	12%	12%	15%	**	13%	13%	13%	14%	12%
					d	d										
Apple TV+	75	45	29	26	18	18	11	62	7	2	**	11	27	25	24	38
	5%	6%	4%	6%	4%	6%	3%	5%	5%	2%	**	4%	5%	7%	5%	5%
		b		d		d								a		
You Tube Premium (monthly paid subscription, ad free)	65	42	23	20	16	17	11	56	5	1	**	14	25	16	27	28
	4%	5%	3%	5%	4%	6%	3%	4%	4%	2%	**	5%	4%	4%	6%	3%
		b				d									b	
ITV Hub+ (premium service with no adverts)	45	23	22	12	11	13	6	40	2	2	**	8	20	11	19	15
	3%	3%	3%	3%	3%	4%	2%	3%	1%	2%	**	3%	4%	3%	4%	2%
						d									b	
Britbox	37	22	14	13	10	9	5	29	4	3	**	6	13	12	11	20
	2%	3%	2%	3%	2%	3%	2%	2%	3%	4%	**	2%	2%	3%	3%	2%
				d												
Hayu	37	20	17	12	14	6	5	29	2	6	**	9	16	10	13	16
	2%	3%	2%	3%	3%	2%	1%	2%	2%	7%	**	3%	3%	3%	3%	2%
				d	d					ab						

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
All4+ (premium service with no adverts)	34	18	15	7	10	9	6	30	2	2	**	7	16	6	12	14
	2%	2%	2%	2%	3%	3%	2%	2%	1%	2%	**	2%	3%	2%	3%	2%
Eurosport Player	16	10	6	8	4	4	1	15	2	-	**	2	8	4	7	6
	1%	1%	1%	2%	1%	1%	*%	1%	1%	-%	**	1%	1%	1%	1%	1%
				d												
Eleven Sports	10	6	4	3	2	5	*	9	-	1	**	3	5	*	6	3
	1%	1%	1%	1%	*%	1%	*%	1%	-%	1%	**	1%	1%	*%	1%	*%
				d		bd						c	c		b	
Any other paid-for streaming services	25	15	10	7	8	4	6	23	2	-	**	4	7	7	6	14
	2%	2%	1%	2%	2%	1%	2%	2%	1%	-%	**	1%	1%	2%	1%	2%
SUMMARY																
ANY OTT SERVICES	1099	560	531	332	322	234	201	922	91	59	**	201	408	315	329	599
	73%	72%	75%	81%	78%	75%	59%	74%	69%	77%	**	74%	71%	82%	72%	75%
				cd	d	d								ab		
No, none	401	220	179	79	90	78	142	329	41	18	**	72	166	67	130	202
	27%	28%	25%	19%	22%	25%	41%	26%	31%	23%	**	26%	29%	18%	28%	25%
						a	abc					c	c			

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

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

Q6A. Which provider do you use for your 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	2862	150	1736	384	1502	1167	719	233	164	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2198	83	1558	237	1351	954	562	166	130	1796	454	1969	253	1383	816	343
Total	1347	102	790	203	689	542	350	96	74	1159	188	1239	108	834	513	219
EE	295 22%	20 19%	170 22%	42 21%	148 21%	108 20% d	82 23% cd	14 15%	10 13%	260 22%	35 19%	277 22% b	18 17%	149 18%	146 29% ac	33 15%
O2	222 16%	13 13%	145 18%	31 15%	128 19%	95 17%	64 18%	20 21%	15 20%	222 19% b	- -%	222 18% b	- -%	115 14%	108 21% ac	28 13%
Vodafone	194 14%	19 19%	118 15%	31 15%	106 15%	81 15%	57 16%	15 16%	10 14%	171 15%	23 12%	182 15%	11 10%	107 13%	87 17% a	33 15%
'3' / Three	142 11%	17 16% b	73 9%	25 12%	66 10%	61 11%	29 8%	12 13%	8 11%	142 12% b	- -%	142 11% b	- -%	92 11%	49 10%	23 10%
Tesco Mobile	108 8%	9 8%	73 9%	18 9%	64 9%	46 8%	36 10% c	5 5%	5 6%	108 9% b	- -%	108 9% b	- -%	70 8% c	38 7% c	9 4%
GiffGaff	92 7%	5 5%	39 5%	12 6%	32 5%	31 6% b	13 4%	6 6%	6 8% b	89 8% b	3 1%	90 7% b	2 2%	69 8% b	23 5%	15 7%
Virgin Media	84 6%	4 4%	52 7%	8 4%	47 7% a	33 6%	22 6%	4 4%	2 3%	38 3%	47 25% a	55 4%	29 27% a	59 7% b	26 5%	16 7%
Sky	54 4%	2 2%	36 5%	9 4%	29 4%	23 4%	15 4%	4 4%	4 5%	18 2%	35 19% a	38 3%	16 15% a	48 6% b	6 1%	16 7% b
BT	48 4%	1 1%	32 4% a	6 3%	27 4%	16 3%	17 5% a	2 2%	1 2%	17 1%	31 17% a	25 2%	24 22% a	42 5% b	6 1%	16 7% b
iD Mobile	27 2%	4 4% b	14 2%	5 2%	14 2%	16 3% b	3 1%	8 8% ab	8 11% ab	27 2% b	- -%	27 2% b	- -%	21 2% b	6 1%	4 2%
Plusnet	19 1%	2 2%	12 1%	6 3% b	8 1%	12 2% b	2 1%	3 3% b	3 4% b	11 1%	8 4% a	16 1%	4 3% a	18 2% b	1 *%	7 3% b

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

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

Q6A. Which provider do you use for 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	2862	150	1736	384	1502	1167	719	233	164	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2198	83	1558	237	1351	954	562	166	130	1796	454	1969	253	1383	816	343
Total	1347	102	790	203	689	542	350	96	74	1159	188	1239	108	834	513	219
TalkTalk	10	*	6	1	5	5	1	-	-	5	6	6	4	8	2	3
	1%	*%	1%	*%	1%	1%	*%	-%	-%	*%	3% a	*%	4% a	1%	*%	1%
Lebara	9	*	4	1	3	3	2	*	*	9	-	9	-	7	2	5
	1%	*%	1%	1%	*%	*%	*%	*%	*%	1% b	-%	1%	-%	1%	*%	2% ab
Smarty	9	*	4	2	3	4	1	*	*	9	-	9	-	9	*	5
	1%	*%	1%	1%	*%	1%	*%	*%	1%	1% b	-%	1%	-%	1% b	*%	2% b
Asda Mobile	6	-	3	-	3	2	1	-	-	6	-	6	-	6	-	4
	*%	-%	*%	-%	*%	*%	*%	-%	-%	1%	-%	*%	-%	1% b	-%	2% b
Lycamobile	5	*	1	*	1	1	*	1	-	5	-	5	-	1	3	*
	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	-%	*%	-%	*%	1% a	*%
Talkmobile	4	*	2	1	2	1	2	*	*	4	-	4	-	2	1	1
	*%	*%	*%	1%	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	*%	*%
Utility Warehouse	2	*	1	1	1	1	-	*	*	2	*	2	*	2	-	1
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*% b
Other Supplier	16	4	5	5	5	5	4	1	1	16	-	16	-	9	7	2
	1%	4% b	1%	2% b	1%	1%	1%	1%	1%	1% b	-%	1%	-%	1%	1%	1%

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

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

Q6A. Which provider do you use for your 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2862	378	1922	658	1642	1387	913	322	224	408	855	524	739
Effective Weighted Sample	2198	315	1711	559	1468	1217	803	268	197	299	774	399	673
Total	1347	134	847	244	737	590	392	123	93	200	452	256	397
EE	295	30	191	57	163	130	91	24	17	48	95	56	87
	22%	22%	22%	23%	22%	22%	23%	19%	18%	24%	21%	22%	22%
O2	222	26	150	44	133	103	74	25	18	34	81	42	73
	16%	19%	18%	18%	18%	17%	19%	20%	20%	17%	18%	17%	18%
Vodafone	194	17	125	31	111	89	53	17	11	35	61	39	57
	14%	13%	15%	13%	15%	15%	14%	14%	12%	18%	14%	15%	14%
'3' / Three	142	21	79	29	71	59	41	15	12	24	46	29	41
	11%	16%	9%	12%	10%	10%	10%	12%	13%	12%	10%	11%	10%
		b											
Tesco Mobile	108	11	75	18	67	52	33	7	5	16	39	19	36
	8%	8%	9%	8%	9%	9%	9%	6%	6%	8%	9%	8%	9%
GiffGaff	92	11	43	17	36	36	18	8	6	10	23	13	20
	7%	8%	5%	7%	5%	6%	5%	6%	7%	5%	5%	5%	5%
		b		b									
Virgin Media	84	4	61	12	53	33	32	6	5	5	45	9	40
	6%	3%	7%	5%	7%	6%	8%	5%	5%	2%	10%	4%	10%
			a		a		a				a		a
Sky	54	3	37	9	31	25	15	7	5	1	32	15	17
	4%	2%	4%	4%	4%	4%	4%	5%	5%	1%	7%	6%	4%
											a		
BT	48	*	32	6	26	18	14	3	2	10	10	10	10
	4%	*%	4%	2%	4%	3%	4%	2%	2%	5%	2%	4%	2%
			a							b			
iD Mobile	27	3	14	3	14	12	5	6	6	7	5	7	5
	2%	2%	2%	1%	2%	2%	1%	5%	6%	3%	1%	3%	1%
								ab	ab	b		b	
Plusnet	19	1	14	6	9	12	2	3	3	4	3	6	2
	1%	1%	2%	2%	1%	2%	1%	2%	3%	2%	1%	2%	*%
				b		b		b	b	b		b	
TalkTalk	10	*	6	1	5	3	3	*	-	1	2	2	2
	1%	*%	1%	*%	1%	1%	1%	*%	-%	1%	1%	1%	1%

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

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

Q6A. Which provider do you use for 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2862	378	1922	658	1642	1387	913	322	224	408	855	524	739
Effective Weighted Sample	2198	315	1711	559	1468	1217	803	268	197	299	774	399	673
Total	1347	134	847	244	737	590	392	123	93	200	452	256	397
Lebara	9	2	5	3	4	4	3	*	*	1	3	2	2
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%
Smarty	9	1	4	2	3	4	2	*	*	2	1	3	1
	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%
												b	
Asda Mobile	6	-	3	-	3	2	1	-	-	-	1	-	1
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%
Lycamobile	5	*	1	*	1	1	1	*	-	*	*	*	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Talkmobile	4	*	2	1	2	2	1	*	*	*	1	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
Utility Warehouse	2	*	1	1	1	1	-	-	-	-	-	-	-
	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%
Other Supplier	16	3	5	4	5	6	3	1	1	2	1	2	1
	1%	3%	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

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

Q6A. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2862	574	689	112	66	218	446	36	30	1263	664	2127	735
Effective Weighted Sample	2198	489	581	90	58	171	338	27	22	1070	508	1682	522
Total	1347	290	362	47	31	90	193	14	12	652	283	997	350
EE	295	59	84	9	**	23	44	**	**	143	68	220	75
	22%	21%	23%	20%	**	26%	23%	**	**	22%	24%	22%	21%
O2	222	49	67	7	**	12	37	**	**	116	49	163	59
	16%	17%	18%	15%	**	13%	19%	**	**	18%	17%	16%	17%
Vodafone	194	44	53	5	**	13	29	**	**	97	43	140	53
	14%	15%	15%	10%	**	15%	15%	**	**	15%	15%	14%	15%
'3' / Three	142	29	40	6	**	12	16	**	**	70	29	113	28
	11%	10%	11%	13%	**	14%	8%	**	**	11%	10%	11%	8%
						b						b	
Tesco Mobile	108	26	29	3	**	5	23	**	**	55	27	76	31
	8%	9%	8%	5%	**	5%	12%	**	**	8%	10%	8%	9%
							a						
GiffGaff	92	19	14	3	**	6	10	**	**	33	16	74	18
	7%	7%	4%	6%	**	7%	5%	**	**	5%	6%	7%	5%
		b										b	
Virgin Media	84	22	27	5	**	3	7	**	**	49	10	61	23
	6%	8%	7%	10%	**	3%	4%	**	**	8%	4%	6%	7%
										b			
Sky	54	14	19	4	**	1	2	**	**	33	4	42	12
	4%	5%	5%	8%	**	1%	1%	**	**	5%	1%	4%	3%
										b			
BT	48	12	8	2	**	3	8	**	**	20	12	37	11
	4%	4%	2%	4%	**	3%	4%	**	**	3%	4%	4%	3%
		b											
iD Mobile	27	4	8	1	**	3	5	**	**	11	9	18	9
	2%	1%	2%	3%	**	4%	3%	**	**	2%	3%	2%	3%
Plusnet	19	4	4	1	**	2	3	**	**	7	5	14	5
	1%	1%	1%	2%	**	2%	2%	**	**	1%	2%	1%	1%
TalkTalk	10	3	1	1	**	1	1	**	**	4	1	8	2
	1%	1%	*%	1%	**	1%	*%	**	**	1%	1%	1%	1%

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

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

Q6A. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2862	574	689	112	66	218	446	36	30	1263	664	2127	735
Effective Weighted Sample	2198	489	581	90	58	171	338	27	22	1070	508	1682	522
Total	1347	290	362	47	31	90	193	14	12	652	283	997	350
Lebara	9	2	2	1	**	-	1	**	**	4	1	6	3
	1%	1%	1%	3%	**	-%	*%	**	**	1%	*%	1%	1%
				b									
Smarty	9	1	2	-	**	2	1	**	**	3	2	5	4
	1%	*%	1%	-%	**	2%	*%	**	**	*%	1%	1%	1%
Asda Mobile	6	1	1	-	**	-	*	**	**	1	*	4	2
	*%	*%	*%	-%	**	-%	*%	**	**	*%	*%	*%	*%
Lycamobile	5	-	1	-	**	-	*	**	**	1	*	2	3
	*%	-%	*%	-%	**	-%	*%	**	**	*%	*%	*%	1%
													a
Talkmobile	4	1	1	-	**	-	*	**	**	2	*	3	1
	*%	*%	*%	-%	**	-%	*%	**	**	*%	*%	*%	*%
Utility Warehouse	2	-	-	-	**	-	-	**	**	-	-	1	1
	*%	-%	-%	-%	**	-%	-%	**	**	-%	-%	*%	*%
Other Supplier	16	1	3	-	**	3	3	**	**	4	6	9	8
	1%	*%	1%	-%	**	3%	2%	**	**	1%	2%	1%	2%
											a		a

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

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

Q6A. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2862	825	535	142	475	907	353	1097	912	2362	491	135	907	997	949
Effective Weighted Sample	2198	780	517	136	413	596	251	845	733	1829	362	79	652	815	723
Total	1347	313	333	58	165	487	157	513	457	1127	215	65	411	490	441
EE	295	70	76	4	43	102	29	130	90	249	46	11	98	108	89
	22%	22%	23%	7%	26%	21%	18%	25%	20%	22%	21%	17%	24%	22%	20%
		c	c		ce	c		acdf							
O2	222	70	75	-	6	71	18	91	80	190	32	10	68	83	71
	16%	22%	23%	-%	4%	15%	12%	18%	18%	17%	15%	15%	17%	17%	16%
		cde	cde		c	cd		a	a	a					
Vodafone	194	44	55	-	28	67	19	69	71	159	33	10	45	81	66
	14%	14%	16%	-%	17%	14%	12%	13%	16%	14%	15%	15%	11%	17%	15%
		c	c		c	c								a	a
'3' / Three	142	33	40	-	6	63	16	64	47	128	14	4	51	57	34
	11%	11%	12%	-%	3%	13%	10%	12%	10%	11%	6%	7%	12%	12%	8%
		cd	cd		c	cd	e	ef	e	e			c	c	
Tesco Mobile	108	35	38	-	1	33	10	28	43	82	26	11	22	36	49
	8%	11%	11%	-%	1%	7%	7%	6%	9%	7%	12%	17%	5%	7%	11%
		cde	cde			cd			bd		abd	abcd			ab
GiffGaff	92	18	21	-	5	49	22	40	23	84	7	1	42	31	18
	7%	6%	6%	-%	3%	10%	14%	8%	5%	7%	3%	2%	10%	6%	4%
		cd	cd		c	abcd	bcdef	cef		cef			bc	c	
Virgin Media	84	5	10	29	18	22	14	18	34	65	18	4	23	27	34
	6%	2%	3%	50%	11%	5%	9%	3%	7%	6%	8%	6%	5%	5%	8%
				abde	abe	a	bd		b	b	bd				ab
Sky	54	12	2	16	19	13	8	22	15	45	9	2	14	25	14
	4%	4%	1%	28%	12%	3%	5%	4%	3%	4%	4%	3%	4%	5%	3%
		b		abde	abe	b								c	
BT	48	1	1	7	25	14	8	17	14	38	10	2	17	13	18
	4%	*%	*%	12%	15%	3%	5%	3%	3%	3%	5%	3%	4%	3%	4%
				abe	abe	ab							b		
iD Mobile	27	10	5	-	-	12	1	9	12	22	5	1	5	11	11
	2%	3%	1%	-%	-%	3%	1%	2%	3%	2%	2%	2%	1%	2%	3%
		bcd	d			d									a
Plusnet	19	3	2	*	8	5	2	6	5	12	6	2	4	3	12
	1%	1%	1%	*%	5%	1%	1%	1%	1%	1%	3%	3%	1%	1%	3%
					abce						bcd				ab

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

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

Q6A. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2862	825	535	142	475	907	353	1097	912	2362	491	135	907	997	949
Effective Weighted Sample	2198	780	517	136	413	596	251	845	733	1829	362	79	652	815	723
Total	1347	313	333	58	165	487	157	513	457	1127	215	65	411	490	441
TalkTalk	10	-	1	2	4	4	1	4	4	9	1	1	4	3	3
	1%	-%	*%	3%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
				abe	abe	a									
Lebara	9	2	2	-	1	5	2	3	3	8	1	1	4	2	3
	1%	1%	1%	-%	*%	1%	2%	1%	1%	1%	*%	1%	1%	*%	1%
Smarty	9	3	1	-	-	5	1	4	4	8	1	*	2	5	3
	1%	1%	*%	-%	-%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%
		d				d									
Asda Mobile	6	1	1	-	-	3	2	1	2	5	1	*	3	*	3
	*%	*%	*%	-%	-%	1%	1%	*%	*%	*%	*%	*%	1%	*%	1%
							b						b		b
Lycamobile	5	1	-	-	*	4	2	1	1	5	*	*	3	2	*
	*%	*%	-%	-%	*%	1%	1%	*%	*%	*%	*%	*%	1%	*%	*%
						b	bcde						c		
Talkmobile	4	1	1	-	-	1	1	1	2	3	1	-	1	1	2
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Utility Warehouse	2	1	-	-	*	1	-	1	1	2	*	*	1	1	1
	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%
Other Supplier	16	4	1	-	-	12	2	3	7	12	5	4	4	3	9
	1%	1%	*%	-%	-%	2%	1%	1%	1%	1%	2%	5%	1%	1%	2%
		d				abd					bd	abcde			b

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

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Q6A. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2862	1430	1409	785	814	577	651	2397	245	147	73	489	1118	754	887	1534
Effective Weighted Sample	2198	1077	1108	655	619	435	468	1830	183	122	64	365	854	621	662	1222
Total	1347	690	647	376	378	275	297	1126	117	68	35	240	520	349	407	728
EE	295	143	149	84	80	62	66	252	17	20	**	57	115	78	99	153
	22%	21%	23%	22%	21%	23%	22%	22%	15%	30%	**	24%	22%	22%	24%	21%
								b		ab						
O2	222	105	117	67	64	41	47	190	15	8	**	37	90	61	60	133
	16%	15%	18%	18%	17%	15%	16%	17%	13%	12%	**	15%	17%	17%	15%	18%
			a													a
Vodafone	194	98	95	56	60	40	35	154	26	10	**	25	65	60	46	113
	14%	14%	15%	15%	16%	14%	12%	14%	22%	14%	**	10%	13%	17%	11%	16%
					d				a					ab		a
'3' / Three	142	78	62	40	48	23	28	119	15	5	**	24	54	41	42	76
	11%	11%	10%	11%	13%	9%	9%	11%	13%	8%	**	10%	10%	12%	10%	10%
					cd											
Tesco Mobile	108	52	55	24	30	26	26	83	11	8	**	18	48	22	35	58
	8%	7%	8%	6%	8%	10%	9%	7%	9%	12%	**	7%	9%	6%	9%	8%
						a				a			c			
GiffGaff	92	44	47	21	18	15	35	82	6	2	**	23	33	17	32	42
	7%	6%	7%	6%	5%	5%	12%	7%	5%	2%	**	9%	6%	5%	8%	6%
							abc	c				bc			b	
Virgin Media	84	54	30	27	21	17	19	74	5	3	**	13	32	21	24	45
	6%	8%	5%	7%	6%	6%	6%	7%	4%	5%	**	5%	6%	6%	6%	6%
		b														
Sky	54	25	28	14	18	12	10	42	6	3	**	11	21	14	18	28
	4%	4%	4%	4%	5%	4%	3%	4%	5%	5%	**	4%	4%	4%	4%	4%
BT	48	27	22	14	13	13	8	39	4	4	**	7	20	15	17	23
	4%	4%	3%	4%	3%	5%	3%	3%	4%	5%	**	3%	4%	4%	4%	3%
iD Mobile	27	16	10	6	10	6	5	22	4	1	**	5	12	6	9	15
	2%	2%	2%	2%	3%	2%	2%	2%	3%	1%	**	2%	2%	2%	2%	2%
Plusnet	19	11	8	9	4	3	4	16	2	1	**	3	10	3	4	13
	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	**	1%	2%	1%	1%	2%
				b												

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

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Q6A. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2862	1430	1409	785	814	577	651	2397	245	147	73	489	1118	754	887	1534
Effective Weighted Sample	2198	1077	1108	655	619	435	468	1830	183	122	64	365	854	621	662	1222
Total	1347	690	647	376	378	275	297	1126	117	68	35	240	520	349	407	728
TalkTalk	10	6	4	2	3	3	2	9	-	1	**	6	2	1	4	6
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**	3%	*%	*%	1%	1%
												bc				
Lebara	9	7	2	2	3	3	2	8	*	1	**	2	4	1	4	4
	1%	1%	*%	1%	1%	1%	1%	1%	*%	2%	**	1%	1%	*%	1%	1%
		b														
Smarty	9	5	4	2	1	5	2	8	1	1	**	1	5	1	3	4
	1%	1%	1%	*%	*%	2%	1%	1%	1%	1%	**	1%	1%	*%	1%	*%
						ab										
Asda Mobile	6	2	4	2	*	2	2	6	*	-	**	2	2	1	3	3
	*%	*%	1%	1%	*%	1%	1%	*%	*%	-%	**	1%	*%	*%	1%	*%
Lycamobile	5	3	2	1	*	1	3	5	*	-	**	2	1	1	1	2
	*%	*%	*%	*%	*%	*%	1%	*%	*%	-%	**	1%	*%	*%	*%	*%
							b					bc				
Talkmobile	4	2	1	1	*	*	1	3	-	1	**	-	1	1	*	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	**	-%	*%	*%	*%	*%
Utility Warehouse	2	-	2	-	1	1	1	2	*	-	**	1	-	*	*	1
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	**	*%	-%	*%	*%	*%
			a									b				
Other Supplier	16	11	5	4	5	2	5	13	3	-	**	4	4	5	5	8
	1%	2%	1%	1%	1%	1%	2%	1%	3%	-%	**	2%	1%	1%	1%	1%
		b							c							

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

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

Q6B. Which provider do you use for your 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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
BT	265	66	199	97	168	93	172	16	10	197	41	212	26	127	110	21
	27%	45%	24%	38%	23%	16%	44%	14%	12%	27%	26%	27%	27%	23%	32%	19%
		b		b			acd								ac	
Sky	234	6	228	33	201	166	68	25	22	197	21	207	11	130	88	24
	24%	4%	27%	13%	27%	28%	17%	23%	26%	27%	13%	26%	12%	24%	25%	22%
			a		a	b			b	b		b				
Virgin Media	201	5	196	19	182	110	91	13	9	150	38	162	26	115	72	24
	20%	4%	23%	7%	25%	19%	23%	11%	11%	20%	24%	20%	27%	21%	21%	22%
			a		a	cd	acd						a			
TalkTalk	84	8	75	15	68	56	27	8	7	68	7	70	5	50	24	9
	8%	6%	9%	6%	9%	9%	7%	8%	9%	9%	4%	9%	5%	9%	7%	9%
					a					b						
EE	47	10	37	19	28	41	6	12	6	16	25	28	13	26	14	9
	5%	7%	4%	8%	4%	7%	2%	11%	8%	2%	16%	3%	14%	5%	4%	8%
				b		b		ab	b		a		a			ab
Plusnet	47	3	44	10	37	40	6	11	10	36	7	41	3	31	12	8
	5%	2%	5%	4%	5%	7%	2%	10%	12%	5%	4%	5%	3%	6%	3%	7%
						b		b	ab					b		b
Vodafone	31	4	27	11	20	25	6	7	6	12	19	21	9	23	7	7
	3%	3%	3%	4%	3%	4%	1%	6%	7%	2%	12%	3%	10%	4%	2%	6%
						b		b	b		a		a	b		b
NOW TV/ NOW Broadband	14	5	9	8	7	12	3	6	4	12	-	12	-	7	5	*
	1%	3%	1%	3%	1%	2%	1%	6%	5%	2%	-%	2%	-%	1%	2%	*%
		b		b		b		ab	ab	b						
Post Office	13	6	7	7	6	10	3	1	1	10	-	10	-	5	6	2
	1%	4%	1%	3%	1%	2%	1%	1%	1%	1%	-%	1%	-%	1%	2%	2%
		b		b						b						
Utility Warehouse	8	2	6	3	5	6	1	*	*	7	*	7	*	5	2	-
	1%	1%	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%	1%	1%	-%
KCOM	6	4	2	5	2	1	6	*	-	3	1	4	-	4	-	1
	1%	3%	*%	2%	*%	*%	1%	*%	-%	*%	1%	1%	-%	1%	-%	1%
		b		b			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.

Q6B. Which provider do you use for 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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
SSE	5	2	3	3	3	5	*	*	-	3	-	3	-	3	*	1
	1%	1%	*%	1%	*%	1%	*%	*%	-%	*%	-%	*%	-%	1%	*%	1%
		b				b										
John Lewis	4	1	3	1	3	4	-	3	3	4	-	4	-	3	*	1
	*%	1%	*%	*%	*%	1%	-%	3%	3%	*%	-%	*%	-%	1%	*%	1%
						b		ab	ab							b
First Utility	3	3	1	3	1	3	-	1	-	1	-	1	-	1	-	*
	*%	2%	*%	1%	*%	1%	-%	1%	-%	*%	-%	*%	-%	*%	-%	*%
		b		b		b		b								
GiffGaff	2	1	1	2	*	2	*	1	-	*	1	1	1	1	*	*
	*%	1%	*%	1%	*%	*%	*%	1%	-%	*%	1%	*%	1%	*%	*%	*%
		b		b							a					
Other Supplier	19	19	-	19	-	17	2	6	4	17	-	17	-	10	7	2
	2%	13%	-%	8%	-%	3%	1%	6%	5%	2%	-%	2%	-%	2%	2%	2%
		b		b		b		ab	b	b		b				

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

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

Q6B. Which provider do you use for 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
BT	265	**	208	50	173	111	113	19	14	75	56	88	43
	27%	**	25%	35%	23%	21%	31%	18%	17%	49%	13%	42%	11%
				b			acd			b		b	
Sky	234	**	226	24	204	146	83	26	22	3	198	23	178
	24%	**	27%	17%	28%	28%	23%	25%	27%	2%	45%	11%	46%
					a	b					a		a
Virgin Media	201	**	193	11	184	89	106	14	9	13	152	24	141
	20%	**	23%	8%	25%	17%	29%	13%	11%	8%	35%	11%	37%
					a	d	acd				a		a
TalkTalk	84	**	75	8	69	43	34	8	7	17	17	20	14
	8%	**	9%	6%	9%	8%	9%	8%	9%	11%	4%	10%	4%
					a					b		b	
EE	47	**	37	11	27	32	6	5	4	14	7	16	5
	5%	**	4%	8%	4%	6%	2%	5%	5%	9%	2%	7%	1%
				b		b		b	b	b		b	
Plusnet	47	**	44	9	37	39	7	11	9	10	3	11	2
	5%	**	5%	6%	5%	8%	2%	11%	11%	7%	1%	5%	1%
						b		b	b	b		b	
Vodafone	31	**	26	6	21	25	2	7	6	9	1	10	1
	3%	**	3%	4%	3%	5%	1%	7%	7%	6%	*%	5%	*%
						b		b	b	b		b	
NOW TV/ NOW Broadband	14	**	9	3	7	7	2	3	1	3	3	6	1
	1%	**	1%	2%	1%	1%	1%	3%	2%	2%	1%	3%	*%
								b		b		b	
Post Office	13	**	7	2	6	5	3	1	1	2	*	2	-
	1%	**	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	-%
										b		b	
Utility Warehouse	8	**	6	*	5	4	2	1	1	2	-	2	-
	1%	**	1%	*%	1%	1%	*%	1%	1%	2%	-%	1%	-%
										b		b	
KCOM	6	**	2	1	2	1	1	*	-	-	1	1	-
	1%	**	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%

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

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

Q6B. Which provider do you use for your 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
SSE	5	**	3	1	3	3	-	*	-	1	-	1	-
	1%	**	*%	*%	*%	1%	-%	*%	-%	1%	-%	1%	-%
						b				b			
John Lewis	4	**	4	1	3	4	-	3	3	1	*	2	-
	*%	**	*%	*%	*%	1%	-%	3%	3%	1%	*%	1%	-%
						b		ab	ab	b		b	
First Utility	3	**	1	-	1	1	-	-	-	-	-	-	-
	*%	**	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%
GiffGaff	2	**	*	1	*	1	*	*	-	*	*	*	*
	*%	**	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%
				b									
Other Supplier	19	**	-	15	-	13	2	5	5	4	-	4	-
	2%	**	-%	11%	-%	2%	1%	5%	6%	3%	-%	2%	-%
				b		b		b	ab	b		b	

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

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

Q6B. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
BT	265	47	84	**	**	18	72	**	**	131	90	170	96
	27%	18%	25%	**	**	24%	44%	**	**	22%	38%	25%	32%
			a				a				a		a
Sky	234	88	113	**	**	8	8	**	**	201	16	174	60
	24%	34%	34%	**	**	11%	5%	**	**	34%	7%	25%	20%
						b				b		b	
Virgin Media	201	73	92	**	**	10	10	**	**	165	19	150	51
	20%	28%	28%	**	**	13%	6%	**	**	28%	8%	22%	17%
						b				b		b	
TalkTalk	84	17	17	**	**	7	26	**	**	34	33	54	30
	8%	7%	5%	**	**	9%	16%	**	**	6%	14%	8%	10%
							a				a		
EE	47	15	6	**	**	5	5	**	**	21	10	36	11
	5%	6%	2%	**	**	7%	3%	**	**	4%	4%	5%	4%
		b											
Plusnet	47	8	5	**	**	9	14	**	**	13	23	35	12
	5%	3%	2%	**	**	12%	8%	**	**	2%	9%	5%	4%
											a		
Vodafone	31	5	5	**	**	8	7	**	**	10	15	26	5
	3%	2%	2%	**	**	10%	4%	**	**	2%	6%	4%	2%
						b					a	b	
NOW TV/ NOW Broadband	14	3	3	**	**	1	2	**	**	6	3	9	6
	1%	1%	1%	**	**	1%	1%	**	**	1%	1%	1%	2%
Post Office	13	*	2	**	**	1	5	**	**	2	6	7	7
	1%	*%	1%	**	**	2%	3%	**	**	*%	3%	1%	2%
											a		a
Utility Warehouse	8	*	2	**	**	3	1	**	**	2	4	4	4
	1%	*%	1%	**	**	4%	1%	**	**	*%	2%	1%	1%
						b					a		
KCOM	6	*	*	**	**	-	5	**	**	1	5	2	5
	1%	*%	*%	**	**	-%	3%	**	**	*%	2%	*%	2%
							a				a		a

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

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

Q6B. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
SSE	5	1	1	**	**	*	3	**	**	1	4	2	3
	1%	*%	*%	**	**	1%	2%	**	**	*%	2%	*%	1%
											a		a
John Lewis	4	1	*	**	**	*	1	**	**	2	2	4	1
	*%	1%	*%	**	**	1%	1%	**	**	*%	1%	1%	*%
First Utility	3	-	-	**	**	*	-	**	**	-	*	3	-
	*%	-%	-%	**	**	*%	-%	**	**	-%	*%	*%	-%
GiffGaff	2	1	-	**	**	-	*	**	**	1	*	2	*
	*%	*%	-%	**	**	-%	*%	**	**	*%	*%	*%	*%
Other Supplier	19	2	2	**	**	4	4	**	**	4	8	12	8
	2%	1%	1%	**	**	5%	3%	**	**	1%	3%	2%	3%
											a		

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

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

Q6B. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
BT	265	134	35	7	40	54	**	68	107	182	84	33	37	83	146
	27%	40%	10%	12%	35%	41%	**	21%	27%	24%	37%	43%	22%	21%	34%
		bc			bc	bc			b		bcd	bcd			ab
Sky	234	25	181	16	6	6	**	85	102	193	40	8	35	112	86
	24%	7%	51%	28%	5%	5%	**	26%	26%	26%	18%	11%	21%	29%	20%
			acde	ade				ef	ef	ef	f			ac	
Virgin Media	201	38	118	29	12	5	**	71	85	163	37	10	35	84	81
	20%	11%	33%	50%	10%	4%	**	22%	21%	22%	17%	13%	21%	22%	19%
		e	ade	abde	e			ef	ef	ef					
TalkTalk	84	56	14	2	5	8	**	24	34	61	23	7	13	32	38
	8%	17%	4%	3%	5%	6%	**	7%	9%	8%	10%	10%	8%	8%	9%
		bcde													
EE	47	13	1	4	21	9	**	21	12	37	10	4	16	16	14
	5%	4%	*%	7%	19%	7%	**	6%	3%	5%	4%	5%	10%	4%	3%
		b		b	abce	b		c		c			bc		
Plusnet	47	35	2	*	7	3	**	15	18	35	12	4	7	16	24
	5%	10%	1%	*%	6%	2%	**	5%	5%	5%	5%	6%	4%	4%	6%
		bcde			bce										
Vodafone	31	9	-	-	19	4	**	13	12	27	4	1	7	17	6
	3%	3%	-%	-%	17%	3%	**	4%	3%	4%	2%	1%	4%	4%	2%
		bc			abce	bc		e		e			c	c	
NOW TV/ NOW Broadband	14	7	3	-	-	5	**	7	6	13	1	*	5	5	5
	1%	2%	1%	-%	-%	4%	**	2%	1%	2%	1%	*%	3%	1%	1%
		d				bcd		e					bc		
Post Office	13	7	-	-	*	6	**	4	5	9	4	3	1	5	7
	1%	2%	-%	-%	*%	5%	**	1%	1%	1%	2%	4%	1%	1%	2%
		bd				bcd						bcd			
Utility Warehouse	8	5	-	-	*	2	**	2	5	6	1	1	1	4	3
	1%	2%	-%	-%	*%	2%	**	1%	1%	1%	1%	1%	*%	1%	1%
		b				b									
KCOM	6	2	-	-	1	4	**	2	2	4	2	-	*	3	3
	1%	1%	-%	-%	1%	3%	**	1%	*%	1%	1%	-%	*%	1%	1%
					b	abc									

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

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

Q6B. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
SSE	5	3	-	-	-	2	**	2	*	3	2	2	1	2	3
	1%	1%	-%	-%	-%	2%	**	1%	*%	*%	1%	3%	*%	*%	1%
		b				bd		c			c	bcd			
John Lewis	4	3	-	-	*	1	**	2	1	3	2	1	2	*	2
	*%	1%	-%	-%	*%	1%	**	1%	*%	*%	1%	1%	1%	*%	*%
		b										c	b		
First Utility	3	1	-	-	-	3	**	*	*	3	-	-	3	-	*
	*%	*%	-%	-%	-%	2%	**	*%	*%	*%	-%	-%	2%	-%	*%
						abd							bc		
GiffGaff	2	-	-	-	1	1	**	2	*	2	-	-	*	1	-
	*%	-%	-%	-%	1%	1%	**	*%	*%	*%	-%	-%	*%	*%	-%
					ab	ab									
Other Supplier	19	-	-	-	-	19	**	6	9	15	5	3	2	6	11
	2%	-%	-%	-%	-%	15%	**	2%	2%	2%	2%	3%	1%	2%	3%
						abcd									

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

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

Q6B. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
BT	265	155	109	95	67	44	57	205	34	18	**	31	103	84	71	158
	27%	29%	24%	32%	25%	23%	27%	26%	34%	33%	**	22%	25%	29%	26%	28%
		b		bc					a					a		
Sky	234	112	122	67	68	50	46	195	20	12	**	36	107	67	71	134
	24%	21%	27%	22%	25%	26%	22%	24%	20%	21%	**	27%	26%	23%	25%	23%
			a													
Virgin Media	201	106	95	60	56	40	42	165	22	9	**	28	80	64	50	124
	20%	20%	21%	20%	21%	21%	20%	21%	22%	15%	**	21%	19%	22%	18%	22%
TalkTalk	84	49	34	21	23	19	20	67	8	6	**	13	34	21	24	49
	8%	9%	7%	7%	8%	10%	10%	8%	8%	11%	**	10%	8%	7%	8%	9%
EE	47	22	24	11	17	12	7	37	4	6	**	7	19	13	15	27
	5%	4%	5%	4%	6%	6%	4%	5%	4%	11%	**	5%	5%	5%	6%	5%
					ad					ab						
Plusnet	47	24	22	17	13	8	9	39	4	3	**	4	23	12	13	27
	5%	5%	5%	6%	5%	4%	5%	5%	5%	5%	**	3%	5%	4%	5%	5%
Vodafone	31	19	12	16	8	4	3	27	3	*	**	3	10	15	10	18
	3%	4%	3%	5%	3%	2%	1%	3%	3%	1%	**	2%	2%	5%	4%	3%
				cd										b		
NOW TV/ NOW Broadband	14	10	4	2	3	5	4	13	1	1	**	2	8	2	5	7
	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	**	2%	2%	1%	2%	1%
						a										
Post Office	13	7	6	2	3	2	6	11	1	1	**	2	9	2	3	6
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	**	2%	2%	1%	1%	1%
							ac						c			
Utility Warehouse	8	4	3	2	4	-	1	8	-	-	**	1	3	*	5	3
	1%	1%	1%	1%	2%	-%	1%	1%	-%	-%	**	*%	1%	*%	2%	*%
					c										b	
KCOM	6	4	2	1	1	-	3	6	-	-	**	1	1	-	1	1
	1%	1%	1%	*%	*%	-%	1%	1%	-%	-%	**	*%	*%	-%	*%	*%
							abc									

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

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

Q6B. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
SSE	5 1%	3 1%	2 *%	1 *%	1 *%	3 2% ab	1 *%	4 *%	2 2% a	- -%	** **	3 2% bc	1 *%	1 *%	3 1%	3 *%
John Lewis	4 *%	1 *%	4 1% a	1 *%	2 1%	* *%	1 *%	4 1%	* *%	- -%	** **	* *%	2 1%	* *%	1 1%	2 *%
First Utility	3 *%	1 *%	2 *%	1 *%	- -%	2 1% b	* *%	3 *%	- -%	- -%	** **	- -%	3 1% c	- -%	3 1% b	* *%
GiffGaff	2 *%	1 *%	1 *%	- -%	1 *%	* *%	1 *%	2 *%	* *%	- -%	** **	* *%	1 *%	- -%	1 *%	1 *%
Other Supplier	19 2%	8 2%	11 2%	7 2%	5 2%	2 1%	6 3% c	18 2%	1 1%	* 1%	** **	3 3%	8 2%	6 2%	3 1%	12 2%

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

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

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

Base : Those responsible for the household's landline service

		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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
I am currently within my minimum contract period	616	67	549	132	484	386	229	96	75	462	107	505	64	353	215	75
	62%	45%	66%	52%	66%	65%	58%	87%	91%	63%	67%	63%	68%	65%	62%	70%
			a		a	b		ab	ab							b
My minimum contract period has ended, I am out of contract	195	36	159	61	134	118	77	10	4	145	31	157	18	109	67	19
	20%	25%	19%	24%	18%	20%	20%	9%	5%	20%	19%	20%	20%	20%	19%	18%
				b		cd	cd									
I don't know whether I am within my minimum contract period or whether it has ended	120	21	99	31	88	70	50	4	2	91	15	99	8	64	42	11
	12%	14%	12%	12%	12%	12%	13%	3%	3%	12%	9%	12%	8%	12%	12%	10%
						cd	cd									
I'm not sure/don't know if I ever had a contract	55	24	31	30	25	19	36	2	1	35	6	38	4	16	26	2
	6%	16%	4%	12%	3%	3%	9%	1%	1%	5%	4%	5%	4%	3%	7%	2%
		b		b			acd								ac	

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

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

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

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
I am currently within my minimum contract period	616	**	551	83	489	355	217	90	75	96	268	130	235
	62%	**	65%	58%	66%	68%	60%	89%	91%	62%	61%	62%	61%
					a	b		ab	ab				
My minimum contract period has ended, I am out of contract	195	**	159	34	136	97	73	4	2	32	95	44	82
	20%	**	19%	24%	18%	19%	20%	4%	3%	20%	22%	21%	21%
				b		cd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	120	**	101	16	90	57	49	5	4	15	63	23	55
	12%	**	12%	11%	12%	11%	14%	5%	5%	10%	14%	11%	14%
						cd	cd				a		
I'm not sure/don't know if I ever had a contract	55	**	32	9	27	15	22	2	2	12	15	14	13
	6%	**	4%	7%	4%	3%	6%	2%	2%	8%	3%	7%	3%
				b			acd			b		b	

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

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

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

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
I am currently within my minimum contract period	616	165	200	**	**	52	108	**	**	365	159	440	176
	62%	63%	60%	**	**	69%	65%	**	**	61%	66%	64%	59%
											a	b	
My minimum contract period has ended, I am out of contract	195	57	69	**	**	14	25	**	**	126	40	143	52
	20%	22%	21%	**	**	19%	15%	**	**	21%	16%	21%	18%
										b			
I don't know whether I am within my minimum contract period or whether it has ended	120	33	44	**	**	7	16	**	**	78	23	82	38
	12%	13%	13%	**	**	10%	9%	**	**	13%	10%	12%	13%
										b			
I'm not sure/don't know if I ever had a contract	55	8	18	**	**	2	16	**	**	26	18	22	32
	6%	3%	6%	**	**	3%	10%	**	**	4%	8%	3%	11%
			a				a				a		a

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

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

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

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
I am currently within my minimum contract period	616	239	213	37	77	58	**	213	246	479	135	43	111	244	259
	62%	70%	60%	63%	68%	44%	**	66%	62%	63%	60%	55%	67%	63%	60%
		be	e	e	be			ef		f			c		
My minimum contract period has ended, I am out of contract	195	55	75	15	18	33	**	65	84	157	37	10	33	79	82
	20%	16%	21%	26%	16%	25%	**	20%	21%	21%	16%	13%	20%	20%	19%
			a	ad		ad		f	ef	ef					
I don't know whether I am within my minimum contract period or whether it has ended	120	30	55	5	12	19	**	37	47	89	30	15	16	50	54
	12%	9%	15%	8%	11%	14%	**	12%	12%	12%	13%	19%	10%	13%	12%
			ac			a						bcd			
I'm not sure/don't know if I ever had a contract	55	15	12	2	5	22	**	8	21	31	24	11	5	14	36
	6%	4%	3%	3%	5%	17%	**	3%	5%	4%	11%	14%	3%	4%	8%
						abcd			b		bcd	bcd			ab

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

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

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

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
I am currently within my minimum contract period	616	330	282	185	177	119	127	502	60	34	**	82	269	175	178	356
	62%	63%	62%	61%	65%	63%	61%	62%	61%	60%	**	60%	65%	61%	64%	62%
My minimum contract period has ended, I am out of contract	195	109	86	72	54	36	33	162	15	15	**	25	80	67	46	127
	20%	21%	19%	24%	20%	19%	16%	20%	15%	27%	**	19%	19%	23%	17%	22%
				d						b						a
I don't know whether I am within my minimum contract period or whether it has ended	120	60	59	37	32	23	26	90	21	6	**	16	46	38	39	64
	12%	11%	13%	12%	12%	12%	13%	11%	21%	10%	**	12%	11%	13%	14%	11%
									ac							
I'm not sure/don't know if I ever had a contract	55	28	27	9	11	13	21	50	3	2	**	13	18	8	16	26
	6%	5%	6%	3%	4%	7%	10%	6%	3%	3%	**	10%	4%	3%	6%	5%
						a	ab					bc				

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

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

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

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

		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	1329	100	1229	251	1078	846	483	223	159	974	277	1085	166	785	466	171
Effective Weighted Sample	1060	54	1095	152	962	676	384	151	117	799	252	894	150	643	393	143
Total	616	67	549	132	484	386	229	96	75	462	107	505	64	353	215	75
Very certain	438	39	399	79	359	276	162	74	62	331	77	364	45	252	156	56
	71%	59%	73%	60%	74%	72%	71%	77%	83%	72%	72%	72%	70%	71%	72%	76%
			a		a				ab							
Fairly certain	144	24	120	44	100	91	53	19	10	109	22	117	14	82	49	15
	23%	36%	22%	33%	21%	24%	23%	20%	13%	24%	20%	23%	22%	23%	23%	20%
		b		b		d	d									
Not very certain	24	2	22	6	19	13	11	*	*	16	6	18	4	16	6	3
	4%	3%	4%	4%	4%	3%	5%	1%	1%	4%	6%	4%	7%	5%	3%	4%
						cd	cd									
Don't know	9	1	7	3	5	5	4	2	2	6	1	6	1	3	4	*
	1%	2%	1%	3%	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%	2%	1%

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1329	51	1238	199	1090	813	476	222	172	208	481	272	417
Effective Weighted Sample	1060	43	1108	175	977	721	431	187	152	173	445	230	388
Total	616	21	551	83	489	355	217	90	75	96	268	130	235
Very certain	438	**	403	51	365	254	162	70	62	69	191	91	169
	71%	**	73%	61%	75%	72%	75%	77%	82%	71%	71%	70%	72%
					a				ab				
Fairly certain	144	**	119	27	100	81	45	17	11	20	60	29	51
	23%	**	22%	32%	20%	23%	21%	19%	15%	21%	23%	23%	22%
				b		d							
Not very certain	24	**	21	5	18	14	8	1	1	6	12	8	11
	4%	**	4%	6%	4%	4%	4%	1%	1%	7%	5%	6%	4%
						c							
Don't know	9	**	7	1	7	5	2	2	1	1	5	2	4
	1%	**	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1329	321	368	67	44	125	260	21	17	689	385	936	393
Effective Weighted Sample	1060	287	331	56	39	98	204	19	16	617	303	793	271
Total	616	165	200	31	22	52	108	7	6	365	159	440	176
Very certain	438	115	144	**	**	33	85	**	**	260	118	302	136
	71%	70%	72%	**	**	64%	79%	**	**	71%	74%	69%	77%
							a						a
Fairly certain	144	39	41	**	**	16	19	**	**	81	35	111	33
	23%	24%	21%	**	**	31%	18%	**	**	22%	22%	25%	19%
						b						b	
Not very certain	24	8	11	**	**	2	2	**	**	19	4	19	6
	4%	5%	5%	**	**	4%	2%	**	**	5%	3%	4%	3%
Don’t know	9	2	4	**	**	*	2	**	**	6	2	8	1
	1%	1%	2%	**	**	1%	2%	**	**	2%	1%	2%	1%

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1329	632	342	92	202	77	47	458	498	1003	323	99	249	500	577
Effective Weighted Sample	1060	594	327	87	181	43	27	377	414	815	243	63	190	416	452
Total	616	239	213	37	77	58	20	213	246	479	135	43	111	244	259
Very certain	438	178	151	**	53	**	**	138	184	332	105	**	70	170	197
	71%	75%	71%	**	69%	**	**	65%	75%	69%	78%	**	63%	69%	76%
									bd		bd				ab
Fairly certain	144	51	48	**	18	**	**	64	46	118	26	**	35	62	48
	23%	21%	23%	**	24%	**	**	30%	19%	25%	19%	**	31%	25%	18%
								cde		ce			c	c	
Not very certain	24	6	10	**	5	**	**	7	12	21	3	**	5	9	10
	4%	3%	5%	**	6%	**	**	3%	5%	4%	2%	**	4%	4%	4%
					a										
Don't know	9	3	4	**	1	**	**	3	5	8	1	**	2	3	3
	1%	1%	2%	**	1%	**	**	1%	2%	2%	1%	**	2%	1%	1%

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1329	714	607	395	359	259	301	1091	125	75	38	180	580	365	390	754
Effective Weighted Sample	1060	584	470	347	284	201	224	870	95	68	30	137	456	317	294	620
Total	616	330	282	185	177	119	127	502	60	34	20	82	269	175	178	356
Very certain	438	244	191	129	126	82	96	355	42	**	**	59	192	122	121	264
	71%	74%	68%	70%	72%	69%	76%	71%	71%	**	**	73%	71%	70%	68%	74%
		b														a
Fairly certain	144	70	74	45	39	31	26	121	15	**	**	19	61	44	47	76
	23%	21%	26%	24%	22%	26%	20%	24%	25%	**	**	23%	23%	25%	26%	21%
			a													
Not very certain	24	13	12	9	9	3	2	20	2	**	**	2	13	7	8	12
	4%	4%	4%	5%	5%	3%	1%	4%	3%	**	**	2%	5%	4%	5%	3%
				d	d											
Don't know	9	4	5	2	1	2	3	6	1	**	**	2	3	2	3	4
	1%	1%	2%	1%	1%	1%	2%	1%	1%	**	**	2%	1%	1%	1%	1%

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

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

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

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

		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	373	47	326	99	274	221	152	17	9	267	77	300	44	217	127	34
Effective Weighted Sample	288	28	295	61	251	166	124	9	8	212	73	239	42	178	99	22
Total	195	36	159	61	134	118	77	10	4	145	31	157	18	109	67	19
Very certain	108	**	91	**	79	60	48	**	**	85	**	90	**	58	43	**
	55%	**	57%	**	59%	51%	62%	**	**	59%	**	57%	**	53%	64%	**
							a								a	
Fairly certain	71	**	52	**	42	49	22	**	**	47	**	53	**	42	18	**
	36%	**	33%	**	31%	41%	29%	**	**	32%	**	34%	**	38%	26%	**
						b								b		
Not very certain	15	**	14	**	12	8	6	**	**	11	**	13	**	8	6	**
	8%	**	9%	**	9%	7%	8%	**	**	8%	**	8%	**	7%	10%	**
Don't know	2	**	2	**	1	1	*	**	**	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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	373	24	326	73	277	199	151	9	5	63	164	84	143
Effective Weighted Sample	288	23	299	68	255	185	137	7	5	46	152	64	134
Total	195	11	159	34	136	97	73	4	2	32	95	44	82
Very certain	108	**	90	**	80	56	42	**	**	**	55	**	50
	55%	**	57%	**	58%	57%	57%	**	**	**	58%	**	60%
Fairly certain	71	**	53	**	43	33	24	**	**	**	29	**	24
	36%	**	34%	**	31%	34%	33%	**	**	**	31%	**	29%
Not very certain	15	**	14	**	13	7	7	**	**	**	10	**	8
	8%	**	9%	**	9%	8%	10%	**	**	**	10%	**	10%
Don't know	2	**	2	**	1	1	*	**	**	**	1	**	1
	1%	**	1%	**	1%	1%	*%	**	**	**	1%	**	1%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	373	97	130	9	6	33	54	4	3	227	87	274	99
Effective Weighted Sample	288	78	122	8	6	32	39	4	3	197	69	218	71
Total	195	57	69	4	3	14	25	2	1	126	40	143	52
Very certain	108	**	36	**	**	**	**	**	**	72	**	75	**
	55%	**	53%	**	**	**	**	**	**	57%	**	52%	**
Fairly certain	71	**	26	**	**	**	**	**	**	42	**	57	**
	36%	**	37%	**	**	**	**	**	**	33%	**	40%	**
Not very certain	15	**	7	**	**	**	**	**	**	11	**	10	**
	8%	**	10%	**	**	**	**	**	**	9%	**	7%	**
Don't know	2	**	*	**	**	**	**	**	**	1	**	1	**
	1%	**	1%	**	**	**	**	**	**	1%	**	1%	**

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	373	136	119	35	45	40	16	120	161	297	74	14	60	152	159
Effective Weighted Sample	288	131	114	34	37	24	10	85	145	234	52	9	35	136	125
Total	195	55	75	15	18	33	8	65	84	157	37	10	33	79	82
Very certain	108	31	46	**	**	**	**	30	52	84	**	**	**	45	51
	55%	55%	62%	**	**	**	**	46%	62%	54%	**	**	**	57%	62%
									b						
Fairly certain	71	19	21	**	**	**	**	31	24	60	**	**	**	30	22
	36%	35%	28%	**	**	**	**	48%	29%	38%	**	**	**	38%	27%
								c		c				c	
Not very certain	15	4	7	**	**	**	**	4	7	12	**	**	**	3	8
	8%	8%	9%	**	**	**	**	6%	9%	8%	**	**	**	4%	10%
Don't know	2	1	1	**	**	**	**	-	*	*	**	**	**	*	1
	1%	1%	1%	**	**	**	**	-%	*%	*%	**	**	**	*%	1%

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	c	~a	b
Unweighted total	373	207	165	139	99	70	64	312	31	24	6	49	147	129	91	242
Effective Weighted Sample	288	154	134	118	71	57	44	244	28	15	6	36	110	105	64	195
Total	195	109	86	72	54	36	33	162	15	15	3	25	80	67	46	127
Very certain	108	65	43	37	**	**	**	88	**	**	**	**	45	37	**	68
	55%	59%	50%	51%	**	**	**	54%	**	**	**	**	56%	55%	**	54%
Fairly certain	71	35	35	29	**	**	**	61	**	**	**	**	29	24	**	47
	36%	32%	41%	40%	**	**	**	37%	**	**	**	**	36%	36%	**	37%
Not very certain	15	7	7	7	**	**	**	13	**	**	**	**	6	6	**	11
	8%	7%	8%	9%	**	**	**	8%	**	**	**	**	7%	9%	**	9%
Don’t know	2	2	-	-	**	**	**	*	**	**	**	**	1	-	**	1
	1%	1%	-%	-%	**	**	**	*%	**	**	**	**	1%	-%	**	1%

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

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

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

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

		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	856	115	741	239	617	512	344	81	38	612	175	688	99	484	303	88
Effective Weighted Sample	612	64	657	135	549	369	243	45	25	472	154	532	85	383	227	62
Total	439	91	347	146	293	256	183	34	19	317	67	346	38	232	151	43
Within the last 2 years	211	35	176	66	146	143	68	**	**	159	33	170	**	127	65	**
	48%	39%	51%	45%	50%	56%	37%	**	**	50%	49%	49%	**	55%	43%	**
			a			b								b		
Longer than 2 years ago	193	46	147	66	127	100	93	**	**	134	31	150	**	90	75	**
	44%	50%	42%	45%	43%	39%	51%	**	**	42%	46%	43%	**	39%	50%	**
							a								a	
Don’t know	34	10	24	14	20	13	22	**	**	24	3	26	**	16	11	**
	8%	11%	7%	10%	7%	5%	12%	**	**	8%	5%	8%	**	7%	7%	**
							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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	856	50	749	173	626	467	332	79	47	130	344	186	288
Effective Weighted Sample	612	44	671	155	561	416	299	63	40	85	317	131	269
Total	439	22	350	74	298	214	158	30	19	69	194	97	166
Within the last 2 years	211	**	176	40	148	127	60	**	**	33	91	45	78
	48%	**	50%	54%	50%	60%	38%	**	**	47%	47%	47%	47%
						b							
Longer than 2 years ago	193	**	149	29	128	74	82	**	**	33	88	47	73
	44%	**	43%	39%	43%	35%	52%	**	**	48%	45%	49%	44%
							a						
Don't know	34	**	24	5	22	12	15	**	**	4	16	5	15
	8%	**	7%	7%	7%	6%	9%	**	**	5%	8%	5%	9%
							a						

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	856	208	266	36	18	81	127	11	9	474	208	611	245
Effective Weighted Sample	612	173	224	28	17	65	79	9	8	397	137	467	152
Total	439	112	151	15	8	34	65	4	3	263	99	310	128
Within the last 2 years	211	62	62	**	**	**	28	**	**	123	51	159	52
	48%	55%	41%	**	**	**	43%	**	**	47%	52%	51%	41%
		b										b	
Longer than 2 years ago	193	44	77	**	**	**	27	**	**	121	35	133	60
	44%	39%	51%	**	**	**	42%	**	**	46%	35%	43%	47%
			a							b			
Don’t know	34	7	13	**	**	**	10	**	**	19	13	19	16
	8%	6%	8%	**	**	**	16%	**	**	7%	13%	6%	12%
											a		a

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	856	331	249	58	136	91	44	304	314	662	193	64	170	329	356
Effective Weighted Sample	612	312	238	55	116	53	24	223	257	501	116	33	109	259	245
Total	439	130	156	24	50	83	22	155	162	339	99	40	84	172	182
Within the last 2 years	211	72	72	**	25	**	**	83	80	173	38	**	50	81	80
	48%	55%	46%	**	50%	**	**	54%	49%	51%	38%	**	59%	47%	44%
		b						e	e	e			bc		
Longer than 2 years ago	193	50	70	**	22	**	**	60	70	142	51	**	31	76	85
	44%	39%	45%	**	44%	**	**	39%	43%	42%	51%	**	37%	44%	47%
											bd				a
Don’t know	34	8	14	**	3	**	**	12	12	24	10	**	3	15	16
	8%	6%	9%	**	6%	**	**	8%	7%	7%	10%	**	3%	9%	9%
														a	a

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	856	412	441	274	230	164	177	716	86	40	14	116	343	254	262	473
Effective Weighted Sample	612	282	332	214	165	118	112	514	61	29	10	78	248	193	172	363
Total	439	218	220	136	120	87	89	361	47	21	9	63	176	129	135	240
Within the last 2 years	211	110	100	70	62	36	40	170	**	**	**	27	90	66	69	115
	48%	51%	46%	51%	52%	42%	45%	47%	**	**	**	42%	51%	51%	51%	48%
Longer than 2 years ago	193	95	98	60	51	46	35	164	**	**	**	32	71	55	54	110
	44%	44%	45%	44%	42%	53%	40%	45%	**	**	**	50%	40%	43%	40%	46%
						bd										
Don't know	34	13	22	7	7	4	13	27	**	**	**	5	15	7	13	15
	8%	6%	10%	5%	6%	5%	15%	7%	**	**	**	8%	9%	5%	9%	6%
			a				abc									

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

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

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

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

		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	856	115	741	239	617	512	344	81	38	612	175	688	99	484	303	88
Effective Weighted Sample	612	64	657	135	549	369	243	45	25	472	154	532	85	383	227	62
Total	439	91	347	146	293	256	183	34	19	317	67	346	38	232	151	43
Yes	111	25	85	41	70	79	31	**	**	82	15	87	**	63	33	**
	25%	28%	25%	28%	24%	31%	17%	**	**	26%	22%	25%	**	27%	22%	**
						b										
No	297	59	238	94	203	161	136	**	**	211	48	233	**	151	109	**
	68%	65%	69%	64%	69%	63%	74%	**	**	67%	72%	67%	**	65%	72%	**
							a								a	
Don't know	31	7	24	11	20	16	15	**	**	24	4	26	**	19	9	**
	7%	8%	7%	8%	7%	6%	8%	**	**	8%	6%	8%	**	8%	6%	**

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	856	50	749	173	626	467	332	79	47	130	344	186	288
Effective Weighted Sample	612	44	671	155	561	416	299	63	40	85	317	131	269
Total	439	22	350	74	298	214	158	30	19	69	194	97	166
Yes	111	**	86	24	70	60	34	**	**	19	47	27	38
	25%	**	24%	33%	24%	28%	22%	**	**	27%	24%	28%	23%
				b		b							
No	297	**	240	46	207	139	113	**	**	47	132	64	116
	68%	**	69%	62%	69%	65%	72%	**	**	69%	68%	66%	70%
							a						
Don't know	31	**	24	4	21	14	10	**	**	3	15	6	12
	7%	**	7%	5%	7%	7%	7%	**	**	5%	8%	6%	7%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	856	208	266	36	18	81	127	11	9	474	208	611	245
Effective Weighted Sample	612	173	224	28	17	65	79	9	8	397	137	467	152
Total	439	112	151	15	8	34	65	4	3	263	99	310	128
Yes	111	37	28	**	**	**	13	**	**	66	25	84	27
	25%	33%	19%	**	**	**	19%	**	**	25%	26%	27%	21%
		b											
No	297	66	114	**	**	**	48	**	**	180	67	205	92
	68%	59%	75%	**	**	**	74%	**	**	68%	68%	66%	72%
			a										
Don't know	31	9	9	**	**	**	5	**	**	18	6	22	9
	7%	8%	6%	**	**	**	7%	**	**	7%	6%	7%	7%

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	856	331	249	58	136	91	44	304	314	662	193	64	170	329	356
Effective Weighted Sample	612	312	238	55	116	53	24	223	257	501	116	33	109	259	245
Total	439	130	156	24	50	83	22	155	162	339	99	40	84	172	182
Yes	111	34	38	**	13	**	**	40	48	93	18	**	23	47	41
	25%	26%	24%	**	25%	**	**	26%	30%	27%	18%	**	27%	27%	23%
								e	e	e					
No	297	89	105	**	35	**	**	100	103	219	78	**	57	108	132
	68%	69%	67%	**	69%	**	**	64%	63%	64%	79%	**	68%	63%	72%
											bcd				b
Don't know	31	7	13	**	3	**	**	15	11	28	3	**	4	17	9
	7%	5%	8%	**	6%	**	**	10%	7%	8%	3%	**	5%	10%	5%
								e		e				ac	

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	856	412	441	274	230	164	177	716	86	40	14	116	343	254	262	473
Effective Weighted Sample	612	282	332	214	165	118	112	514	61	29	10	78	248	193	172	363
Total	439	218	220	136	120	87	89	361	47	21	9	63	176	129	135	240
Yes	111	60	51	44	29	18	18	92	**	**	**	20	40	36	39	55
	25%	27%	23%	32%	24%	21%	21%	26%	**	**	**	31%	23%	28%	29%	23%
				bcd												
No	297	144	153	81	84	66	63	242	**	**	**	42	124	84	88	173
	68%	66%	70%	60%	70%	76%	71%	67%	**	**	**	66%	71%	65%	65%	72%
					a	a	a									a
Don't know	31	15	16	11	7	3	7	27	**	**	**	2	11	10	8	12
	7%	7%	7%	8%	6%	3%	8%	8%	**	**	**	4%	7%	7%	6%	5%
				c			c									

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
VERY CERTAIN IN CONTRACT	438	39	399	79	359	276	162	74	62	331	77	364	45	252	156	56
	44%	26%	48%	31%	49%	47%	41%	67%	76%	45%	49%	45%	48%	47%	45%	53%
			a		a	b		ab	ab							b
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	282	52	230	91	190	180	102	32	16	206	44	221	28	162	88	34
	29%	35%	27%	36%	26%	30%	26%	29%	20%	28%	28%	28%	30%	30%	25%	32%
		b		b		bd		d						b		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	109	30	79	39	70	47	62	-	-	78	14	85	6	45	46	5
	11%	21%	9%	16%	10%	8%	16%	-%	-%	11%	9%	11%	7%	8%	13%	5%
		b		b		cd	acd								ac	
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	9	39	15	32	29	19	2	2	34	9	39	4	26	17	4
	5%	6%	5%	6%	4%	5%	5%	2%	3%	5%	6%	5%	4%	5%	5%	4%
VERY CERTAIN OUT OF CONTRACT	108	17	91	29	79	60	48	2	1	85	15	90	10	58	43	8
	11%	12%	11%	11%	11%	10%	12%	2%	2%	12%	9%	11%	11%	11%	12%	7%
						cd	cd								c	
SUMMARY																
IN CONTRACT	720	91	629	170	550	456	264	106	79	537	122	585	73	414	244	90
	73%	62%	75%	67%	75%	77%	67%	96%	96%	73%	76%	73%	78%	76%	70%	84%
			a		a	b		ab	ab					b		ab
OUT OF CONTRACT	156	26	130	44	112	89	67	5	4	119	24	129	14	84	60	12
	16%	18%	15%	17%	15%	15%	17%	4%	4%	16%	15%	16%	15%	15%	17%	11%
						cd	cd								c	

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
VERY CERTAIN IN CONTRACT	438	**	403	51	365	254	162	70	62	69	191	91	169
	44%	**	48%	36%	49%	48%	45%	69%	75%	45%	43%	43%	44%
					a			ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	282	**	229	52	192	157	87	28	19	46	122	65	103
	29%	**	27%	37%	26%	30%	24%	27%	23%	30%	28%	31%	27%
				b		bd							
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	109	**	81	13	72	35	50	1	*	15	50	21	45
	11%	**	10%	9%	10%	7%	14%	1%	1%	10%	11%	10%	12%
						cd	acd						
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	**	40	9	33	22	21	1	-	8	23	12	18
	5%	**	5%	6%	4%	4%	6%	1%	-%	5%	5%	6%	5%
						cd	cd						
VERY CERTAIN OUT OF CONTRACT	108	**	90	18	80	56	42	2	2	17	55	22	50
	11%	**	11%	12%	11%	11%	12%	2%	2%	11%	13%	11%	13%
						cd	cd						
SUMMARY													
IN CONTRACT	720	**	632	103	557	411	249	98	80	115	312	155	272
	73%	**	75%	72%	75%	78%	69%	96%	97%	74%	71%	74%	71%
						b		ab	ab				

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

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
OUT OF CONTRACT	156	**	130	27	113	77	62	2	2	24	78	34	68
	16%	**	15%	19%	15%	15%	17%	2%	2%	16%	18%	16%	18%
						cd	cd						

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
VERY CERTAIN IN CONTRACT	438	115	144	**	**	33	85	**	**	260	118	302	136
	44%	44%	43%	**	**	44%	52%	**	**	44%	49%	44%	46%
											a		
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	282	82	86	**	**	27	37	**	**	168	65	211	70
	29%	31%	26%	**	**	36%	23%	**	**	28%	27%	31%	24%
						b						b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	109	23	42	**	**	4	21	**	**	65	25	61	48
	11%	9%	13%	**	**	5%	13%	**	**	11%	10%	9%	16%
			a				a						a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	7	23	**	**	3	6	**	**	30	9	38	10
	5%	3%	7%	**	**	4%	4%	**	**	5%	4%	5%	3%
			a									b	
VERY CERTAIN OUT OF CONTRACT	108	35	36	**	**	8	15	**	**	72	23	75	33
	11%	13%	11%	**	**	11%	9%	**	**	12%	10%	11%	11%
SUMMARY													
IN CONTRACT	720	197	231	**	**	60	122	**	**	427	183	513	207
	73%	75%	69%	**	**	80%	74%	**	**	72%	76%	75%	69%
		b										b	
OUT OF CONTRACT	156	43	59	**	**	11	21	**	**	102	32	112	43
	16%	16%	18%	**	**	15%	13%	**	**	17%	13%	16%	15%

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

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
VERY CERTAIN IN CONTRACT	438	178	151	28	53	34	**	138	184	332	105	31	70	170	197
	44%	53%	43%	48%	47%	26%	**	43%	46%	44%	46%	40%	42%	44%	46%
		be	e	e	e										
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	282	91	97	14	35	47	**	114	103	232	49	21	67	113	101
	29%	27%	27%	25%	31%	36%	**	35%	26%	31%	22%	27%	41%	29%	24%
						abc		cde		ce			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	109	25	42	6	9	28	**	24	42	69	41	19	8	41	60
	11%	7%	12%	10%	8%	21%	**	8%	11%	9%	18%	24%	5%	11%	14%
			a			abcd					bcd	bcd		a	ab
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	14	17	4	6	7	**	17	18	38	9	-	9	19	20
	5%	4%	5%	7%	5%	6%	**	5%	4%	5%	4%	-%	5%	5%	5%
								f	f	f	f				
VERY CERTAIN OUT OF CONTRACT	108	31	46	7	10	16	**	30	52	84	23	7	12	45	51
	11%	9%	13%	11%	9%	12%	**	9%	13%	11%	10%	9%	7%	12%	12%
			a						b					a	a
SUMMARY															
IN CONTRACT	720	269	248	42	88	81	**	252	287	564	154	52	137	282	298
	73%	79%	70%	72%	78%	61%	**	78%	72%	75%	68%	67%	83%	73%	69%
		be	e	e	be			cef		ef			bc		
OUT OF CONTRACT	156	45	63	11	16	23	**	47	70	123	32	7	20	64	71
	16%	13%	18%	18%	14%	17%	**	14%	18%	16%	14%	9%	12%	17%	16%
			a						f	f					

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
VERY CERTAIN IN CONTRACT	438	244	191	129	126	82	96	355	42	26	**	59	192	122	121	264
	44%	46%	42%	43%	46%	43%	46%	44%	43%	46%	**	44%	47%	42%	43%	46%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	282	139	141	90	82	50	53	232	29	14	**	39	116	89	90	153
	29%	26%	31%	30%	30%	26%	26%	29%	29%	25%	**	29%	28%	31%	32%	27%
			a												b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	109	57	52	25	25	27	30	87	15	5	**	17	40	25	35	54
	11%	11%	11%	8%	9%	14%	15%	11%	15%	9%	**	13%	10%	9%	12%	9%
						ab	ab								b	
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	21	26	21	12	9	5	42	3	2	**	7	19	15	11	34
	5%	4%	6%	7%	5%	5%	2%	5%	3%	4%	**	5%	5%	5%	4%	6%
				d		d										
VERY CERTAIN OUT OF CONTRACT	108	65	43	37	27	21	23	88	9	9	**	13	45	37	24	68
	11%	12%	9%	12%	10%	11%	11%	11%	10%	15%	**	10%	11%	13%	8%	12%
		b														a
SUMMARY																
IN CONTRACT	720	383	333	219	208	133	150	587	72	40	**	99	308	211	210	417
	73%	73%	73%	73%	76%	70%	72%	73%	72%	72%	**	73%	75%	73%	75%	73%
					c											

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
OUT OF CONTRACT	156	86	69	58	40	30	27	130	13	11	**	20	64	52	34	102
	16%	16%	15%	19%	15%	16%	13%	16%	13%	19%	**	15%	16%	18%	12%	18%
				bd												a

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

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

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

Base : Those responsible for the household's landline service

		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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
TOTAL IN CONTRACT	616	67	549	132	484	386	229	96	75	462	107	505	64	353	215	75
	62%	45%	66%	52%	66%	65%	58%	87%	91%	63%	67%	63%	68%	65%	62%	70%
			a		a	b		ab	ab							b
VERY CERTAIN	438	39	399	79	359	276	162	74	62	331	77	364	45	252	156	56
	44%	26%	48%	31%	49%	47%	41%	67%	76%	45%	49%	45%	48%	47%	45%	53%
			a		a	b		ab	ab							b
NOT 'VERY CERTAIN'	177	28	150	53	125	110	68	22	12	131	29	142	19	101	60	18
	18%	19%	18%	21%	17%	19%	17%	20%	15%	18%	18%	18%	20%	19%	17%	17%
TOTAL OUT OF CONTRACT	195	36	159	61	134	118	77	10	4	145	31	157	18	109	67	19
	20%	25%	19%	24%	18%	20%	20%	9%	5%	20%	19%	20%	20%	20%	19%	18%
				b		cd	cd									
VERY CERTAIN	108	17	91	29	79	60	48	2	1	85	15	90	10	58	43	8
	11%	12%	11%	11%	11%	10%	12%	2%	2%	12%	9%	11%	11%	11%	12%	7%
						cd	cd								c	
NOT 'VERY CERTAIN'	87	19	68	32	55	58	29	7	3	59	16	67	8	51	24	11
	9%	13%	8%	13%	8%	10%	7%	6%	4%	8%	10%	8%	9%	9%	7%	11%
		b		b		d								b		
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	120	21	99	31	88	70	50	4	2	91	15	99	8	64	42	11
	12%	14%	12%	12%	12%	12%	13%	3%	3%	12%	9%	12%	8%	12%	12%	10%
						cd	cd									
NOT SURE IF EVER HAD A CONTRACT	55	24	31	30	25	19	36	2	1	35	6	38	4	16	26	2
	6%	16%	4%	12%	3%	3%	9%	1%	1%	5%	4%	5%	4%	3%	7%	2%
		b		b			acd								ac	

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

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

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
TOTAL IN CONTRACT	616	**	551	83	489	355	217	90	75	96	268	130	235
	62%	**	65%	58%	66%	68%	60%	89%	91%	62%	61%	62%	61%
					a	b		ab	ab				
VERY CERTAIN	438	**	403	51	365	254	162	70	62	69	191	91	169
	44%	**	48%	36%	49%	48%	45%	69%	75%	45%	43%	43%	44%
					a			ab	ab				
NOT 'VERY CERTAIN'	177	**	148	33	124	101	55	20	13	28	77	39	66
	18%	**	18%	23%	17%	19%	15%	20%	16%	18%	18%	19%	17%
				b		b							
TOTAL OUT OF CONTRACT	195	**	159	34	136	97	73	4	2	32	95	44	82
	20%	**	19%	24%	18%	19%	20%	4%	3%	20%	22%	21%	21%
				b		cd	cd						
VERY CERTAIN	108	**	90	18	80	56	42	2	2	17	55	22	50
	11%	**	11%	12%	11%	11%	12%	2%	2%	11%	13%	11%	13%
						cd	cd						
NOT 'VERY CERTAIN'	87	**	69	16	57	41	31	2	1	15	39	22	33
	9%	**	8%	11%	8%	8%	9%	2%	1%	10%	9%	10%	9%
				b		cd	cd						
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	120	**	101	16	90	57	49	5	4	15	63	23	55
	12%	**	12%	11%	12%	11%	14%	5%	5%	10%	14%	11%	14%
						cd	cd				a		
NOT SURE IF EVER HAD A CONTRACT	55	**	32	9	27	15	22	2	2	12	15	14	13
	6%	**	4%	7%	4%	3%	6%	2%	2%	8%	3%	7%	3%
				b			acd			b		b	

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

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

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
TOTAL IN CONTRACT	616	165	200	**	**	52	108	**	**	365	159	440	176
	62%	63%	60%	**	**	69%	65%	**	**	61%	66%	64%	59%
											a	b	
VERY CERTAIN	438	115	144	**	**	33	85	**	**	260	118	302	136
	44%	44%	43%	**	**	44%	52%	**	**	44%	49%	44%	46%
											a		
NOT 'VERY CERTAIN'	177	50	55	**	**	19	23	**	**	105	41	138	40
	18%	19%	17%	**	**	25%	14%	**	**	18%	17%	20%	13%
						b						b	
TOTAL OUT OF CONTRACT	195	57	69	**	**	14	25	**	**	126	40	143	52
	20%	22%	21%	**	**	19%	15%	**	**	21%	16%	21%	18%
										b			
VERY CERTAIN	108	35	36	**	**	8	15	**	**	72	23	75	33
	11%	13%	11%	**	**	11%	9%	**	**	12%	10%	11%	11%
NOT 'VERY CERTAIN'	87	21	33	**	**	6	10	**	**	54	16	68	19
	9%	8%	10%	**	**	8%	6%	**	**	9%	7%	10%	6%
												b	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	120	33	44	**	**	7	16	**	**	78	23	82	38
	12%	13%	13%	**	**	10%	9%	**	**	13%	10%	12%	13%
										b			
NOT SURE IF EVER HAD A CONTRACT	55	8	18	**	**	2	16	**	**	26	18	22	32
	6%	3%	6%	**	**	3%	10%	**	**	4%	8%	3%	11%
			a				a				a		a

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

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

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

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
TOTAL IN CONTRACT	616	239	213	37	77	58	**	213	246	479	135	43	111	244	259
	62%	70%	60%	63%	68%	44%	**	66%	62%	63%	60%	55%	67%	63%	60%
		be	e	e	be			ef		f			c		
VERY CERTAIN	438	178	151	28	53	34	**	138	184	332	105	31	70	170	197
	44%	53%	43%	48%	47%	26%	**	43%	46%	44%	46%	40%	42%	44%	46%
		be	e	e	e										
NOT 'VERY CERTAIN'	177	60	62	9	24	24	**	74	62	147	30	11	41	74	62
	18%	18%	17%	15%	21%	18%	**	23%	16%	19%	13%	15%	25%	19%	14%
								cef		ce			bc	c	
TOTAL OUT OF CONTRACT	195	55	75	15	18	33	**	65	84	157	37	10	33	79	82
	20%	16%	21%	26%	16%	25%	**	20%	21%	21%	16%	13%	20%	20%	19%
			a	ad		ad		f	ef	ef					
VERY CERTAIN	108	31	46	7	10	16	**	30	52	84	23	7	12	45	51
	11%	9%	13%	11%	9%	12%	**	9%	13%	11%	10%	9%	7%	12%	12%
			a						b					a	a
NOT 'VERY CERTAIN'	87	24	29	9	8	18	**	35	32	73	14	3	22	34	31
	9%	7%	8%	15%	7%	13%	**	11%	8%	10%	6%	4%	13%	9%	7%
				abd		abd		ef		ef			bc		
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	120	30	55	5	12	19	**	37	47	89	30	15	16	50	54
	12%	9%	15%	8%	11%	14%	**	12%	12%	12%	13%	19%	10%	13%	12%
			ac			a						bcd			
NOT SURE IF EVER HAD A CONTRACT	55	15	12	2	5	22	**	8	21	31	24	11	5	14	36
	6%	4%	3%	3%	5%	17%	**	3%	5%	4%	11%	14%	3%	4%	8%
						abcd			b		bcd	bcd			ab

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

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

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

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
TOTAL IN CONTRACT	616	330	282	185	177	119	127	502	60	34	**	82	269	175	178	356
	62%	63%	62%	61%	65%	63%	61%	62%	61%	60%	**	60%	65%	61%	64%	62%
VERY CERTAIN	438	244	191	129	126	82	96	355	42	26	**	59	192	122	121	264
	44%	46%	42%	43%	46%	43%	46%	44%	43%	46%	**	44%	47%	42%	43%	46%
NOT 'VERY CERTAIN'	177	86	91	55	50	37	31	147	18	8	**	22	77	53	58	92
	18%	16%	20%	18%	18%	19%	15%	18%	18%	14%	**	16%	19%	18%	21%	16%
			a												b	
TOTAL OUT OF CONTRACT	195	109	86	72	54	36	33	162	15	15	**	25	80	67	46	127
	20%	21%	19%	24%	20%	19%	16%	20%	15%	27%	**	19%	19%	23%	17%	22%
				d						b						a
VERY CERTAIN	108	65	43	37	27	21	23	88	9	9	**	13	45	37	24	68
	11%	12%	9%	12%	10%	11%	11%	11%	10%	15%	**	10%	11%	13%	8%	12%
		b														a
NOT 'VERY CERTAIN'	87	44	43	35	27	15	11	74	6	6	**	12	35	30	23	58
	9%	8%	9%	12%	10%	8%	5%	9%	6%	11%	**	9%	9%	10%	8%	10%
				cd	d											
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	120	60	59	37	32	23	26	90	21	6	**	16	46	38	39	64
	12%	11%	13%	12%	12%	12%	13%	11%	21%	10%	**	12%	11%	13%	14%	11%
									ac							
NOT SURE IF EVER HAD A CONTRACT	55	28	27	9	11	13	21	50	3	2	**	13	18	8	16	26
	6%	5%	6%	3%	4%	7%	10%	6%	3%	3%	**	10%	4%	3%	6%	5%
						a	ab					bc				

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

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

Q6C. Which provider do you use for 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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
Sky	275	10	228	36	202	163	75	24	21	226	24	236	14	146	104	27
	26%	18%	27%	23%	28%	30%	22%	25%	28%	28%	13%	27%	14%	24%	28%	22%
			a			b				b		b			ac	
Virgin Media	251	5	194	17	182	109	91	13	10	181	49	199	31	144	86	31
	23%	10%	23%	11%	25%	20%	26%	14%	13%	23%	27%	23%	30%	24%	23%	25%
			a		a	cd	acd				a		a			
BT	226	3	198	35	166	82	119	14	9	175	35	186	23	120	90	22
	21%	6%	24%	22%	23%	15%	34%	15%	12%	22%	19%	21%	23%	20%	24%	18%
			a				acd								ac	
TalkTalk	98	4	76	11	69	51	28	7	6	80	7	83	5	55	32	11
	9%	7%	9%	7%	9%	10%	8%	8%	8%	10%	4%	9%	5%	9%	9%	9%
										b		b				
Plusnet	57	4	44	10	38	40	8	10	10	43	9	48	4	38	13	8
	5%	8%	5%	7%	5%	7%	2%	11%	13%	5%	5%	5%	3%	6%	4%	6%
						b		b	ab					b		b
EE	51	3	35	12	26	32	6	6	4	17	31	34	15	28	20	7
	5%	7%	4%	8%	4%	6%	2%	6%	5%	2%	17%	4%	14%	5%	5%	6%
				b		b		b	b		a		a			
Vodafone	36	-	25	6	20	23	2	7	6	14	21	24	11	28	7	8
	3%	-%	3%	4%	3%	4%	1%	7%	8%	2%	12%	3%	10%	5%	2%	7%
						b		b	ab		a		a	b		b
NOW TV/ NOW Broadband	14	1	9	3	7	7	3	3	2	12	-	12	-	9	3	1
	1%	1%	1%	2%	1%	1%	1%	3%	2%	2%	-%	1%	-%	2%	1%	1%
								b		b		b				
Post Office	10	-	7	1	6	5	2	1	1	10	-	10	-	5	5	2
	1%	-%	1%	*%	1%	1%	1%	1%	2%	1%	-%	1%	-%	1%	1%	2%
										b						
Utility Warehouse	6	-	6	*	5	4	1	*	*	5	*	5	*	3	2	*
	1%	-%	1%	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	*%
John Lewis	6	2	3	2	3	5	1	3	3	4	*	4	*	4	*	1
	1%	4%	*%	1%	*%	1%	*%	3%	4%	1%	*%	*%	*%	1%	*%	1%
		b				b		ab	ab							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.

Q6C. Which provider do you use for 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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
KCOM	5	1	2	1	2	1	1	*	-	4	1	5	-	3	2	1
	*%	1%	*%	1%	*%	*%	*%	*%	-%	*%	1%	1%	-%	*%	*%	1%
		b														
SSE	4	-	3	1	3	3	*	*	-	4	-	4	-	3	1	1
	*%	-%	*%	*%	*%	1%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
GiffGaff	3	*	*	1	*	1	-	-	-	-	2	1	2	2	1	1
	*%	1%	*%	*%	*%	*%	-%	-%	-%	-%	1%	*%	2%	*%	*%	1%
		b									a		a			
The Phone Co-op	1	1	*	1	*	1	-	1	-	-	*	-	*	*	-	*
	*%	1%	*%	*%	*%	*%	-%	1%	-%	-%	*%	-%	*%	*%	-%	*%
		b						b								
First Utility	1	-	1	-	1	1	-	-	-	1	-	1	-	1	-	*
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%
POP Telecom	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	*%	1%	-%	*%	-%	*%	-%	1%	-%	*%	-%	*%	-%	*%	-%	-%
		b		b				b								
Other Supplier	30	19	*	19	-	13	7	4	4	25	1	26	-	17	9	2
	3%	36%	*%	12%	-%	2%	2%	4%	5%	3%	1%	3%	-%	3%	2%	2%
		b		b					ab	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.

Q6C. Which provider do you use for 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
Sky	275	27	248	54	221	173	102	32	26	5	218	30	193
	26%	15%	28%	19%	28%	27%	24%	23%	25%	3%	46%	13%	46%
			a		a	b					a		a
Virgin Media	251	38	213	51	199	118	133	21	14	19	165	30	154
	23%	21%	24%	18%	25%	18%	31%	15%	14%	11%	35%	13%	37%
					a		acd				a		a
BT	226	21	205	53	173	112	114	22	15	67	55	79	43
	21%	12%	23%	18%	22%	17%	26%	16%	15%	41%	12%	36%	10%
			a		a		acd			b		b	
TalkTalk	98	22	77	28	70	55	43	11	8	19	19	22	16
	9%	12%	9%	10%	9%	9%	10%	8%	8%	12%	4%	10%	4%
		b								b		b	
Plusnet	57	11	46	18	38	48	9	13	11	11	4	12	3
	5%	6%	5%	6%	5%	7%	2%	9%	10%	7%	1%	5%	1%
						b		b	b	b		b	
EE	51	6	45	21	30	40	11	10	6	15	6	16	5
	5%	4%	5%	7%	4%	6%	3%	7%	6%	9%	1%	7%	1%
				b		b		b	b	b		b	
Vodafone	36	7	30	14	22	33	3	10	8	12	1	13	-
	3%	4%	3%	5%	3%	5%	1%	7%	8%	7%	*%	6%	-%
				b		b		b	b	b		b	
NOW TV/ NOW Broadband	14	4	11	7	8	11	3	4	2	*	4	3	1
	1%	2%	1%	2%	1%	2%	1%	3%	2%	*%	1%	1%	*%
				b		b		b				b	
Post Office	10	3	7	4	6	7	3	2	1	1	-	1	-
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	-%
		b								b			
Utility Warehouse	6	1	6	1	5	4	2	1	1	3	-	3	-
	1%	*%	1%	*%	1%	1%	*%	1%	1%	2%	-%	1%	-%
										b		b	
John Lewis	6	3	3	3	3	5	1	4	3	1	-	1	-
	1%	2%	*%	1%	*%	1%	*%	3%	3%	1%	-%	1%	-%
		b				b		ab	ab	b		b	

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

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

Q6C. Which provider do you use for 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
KCOM	5	3	2	3	2	1	3	*	-	2	1	3	-
	*%	1%	*%	1%	*%	*%	1%	*%	-%	1%	*%	1%	-%
		b		b			a			b		b	
SSE	4	1	3	1	3	3	*	*	-	1	-	1	-
	*%	*%	*%	*%	*%	1%	*%	*%	-%	1%	-%	1%	-%
										b		b	
GiffGaff	3	*	2	1	2	2	*	1	-	1	-	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	1%	-%
										b		b	
The Phone Co-op	1	1	-	1	-	1	-	1	*	-	-	-	-
	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%
		b		b				b					
First Utility	1	-	1	-	1	1	-	-	-	-	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%
POP Telecom	1	1	-	1	-	-	1	-	-	-	-	-	-
	*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%
		b											
Other Supplier	30	30	-	30	-	25	6	9	8	7	1	8	-
	3%	17%	-%	10%	-%	4%	1%	6%	8%	4%	*%	3%	-%
		b		b		b		ab	ab	b		b	

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
Sky	275	96	127	13	**	9	11	**	**	223	20	209	66
	26%	34%	36%	28%	**	11%	7%	**	**	35%	8%	26%	25%
										b			
Virgin Media	251	80	104	9	**	9	16	**	**	184	25	197	54
	23%	28%	29%	20%	**	11%	10%	**	**	29%	10%	24%	20%
			c							b		b	
BT	226	48	75	9	**	18	51	**	**	122	69	171	56
	21%	17%	21%	20%	**	22%	32%	**	**	19%	29%	21%	21%
							a				a		
TalkTalk	98	19	19	3	**	9	27	**	**	38	37	65	33
	9%	7%	5%	7%	**	11%	17%	**	**	6%	15%	8%	13%
							a				a		a
Plusnet	57	9	6	1	**	10	17	**	**	15	27	41	16
	5%	3%	2%	3%	**	12%	11%	**	**	2%	11%	5%	6%
											a		
EE	51	13	8	4	**	8	8	**	**	21	16	39	12
	5%	5%	2%	8%	**	9%	5%	**	**	3%	6%	5%	5%
		b		b		b					a		
Vodafone	36	7	6	2	**	9	9	**	**	13	17	31	6
	3%	2%	2%	5%	**	10%	5%	**	**	2%	7%	4%	2%
				b		b					a	b	
NOW TV/ NOW Broadband	14	4	-	1	**	1	4	**	**	4	6	11	3
	1%	2%	-%	1%	**	1%	3%	**	**	1%	2%	1%	1%
		b		b							a		
Post Office	10	*	1	-	**	2	4	**	**	1	5	6	4
	1%	*%	*%	-%	**	2%	2%	**	**	*%	2%	1%	2%
											a		
Utility Warehouse	6	1	2	1	**	1	1	**	**	3	2	4	2
	1%	*%	1%	2%	**	1%	1%	**	**	*%	1%	1%	1%
John Lewis	6	1	*	1	**	*	2	**	**	1	3	4	2
	1%	*%	*%	2%	**	1%	1%	**	**	*%	1%	1%	1%
				ab							a		

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
KCOM	5	1	2	*	**	*	1	**	**	3	1	4	*
	*%	*%	1%	*%	**	*%	1%	**	**	*%	1%	1%	*%
SSE	4	1	1	-	**	*	1	**	**	1	2	2	1
	*%	*%	*%	-%	**	*%	1%	**	**	*%	1%	*%	1%
GiffGaff	3	1	-	1	**	*	-	**	**	1	*	3	-
	*%	*%	-%	2%	**	1%	-%	**	**	*%	*%	*%	-%
				b									
The Phone Co-op	1	-	-	-	**	*	-	**	**	-	*	1	-
	*%	-%	-%	-%	**	*%	-%	**	**	-%	*%	*%	-%
First Utility	1	-	-	-	**	*	-	**	**	-	*	1	-
	*%	-%	-%	-%	**	*%	-%	**	**	-%	*%	*%	-%
POP Telecom	1	-	-	-	**	-	1	**	**	-	1	1	-
	*%	-%	-%	-%	**	-%	*%	**	**	-%	*%	*%	-%
Other Supplier	30	4	4	1	**	5	5	**	**	8	11	21	10
	3%	1%	1%	1%	**	6%	3%	**	**	1%	4%	3%	4%
											a		

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
Sky	275	25	181	16	27	27	11	107	113	231	43	9	52	129	93
	26%	7%	51%	28%	16%	16%	18%	26%	27%	26%	23%	19%	21%	30%	23%
			acde	ade	a	a		a	ae	a				ac	
Virgin Media	251	38	118	29	30	36	17	99	96	212	37	7	64	99	86
	23%	11%	33%	50%	18%	21%	29%	24%	23%	24%	19%	16%	26%	23%	22%
			ade	abde	a	a	ef	ef		ef			c		
BT	226	134	35	7	34	21	9	75	94	178	49	12	46	78	101
	21%	40%	10%	12%	21%	12%	15%	18%	23%	20%	25%	24%	19%	18%	25%
		bcde			bce				ab		abd				ab
TalkTalk	98	56	14	2	7	21	5	34	38	77	21	6	23	37	37
	9%	17%	4%	3%	4%	12%	9%	8%	9%	9%	11%	12%	10%	9%	9%
		bcde				bcd									
Plusnet	57	35	2	*	9	11	2	19	20	41	15	5	10	17	29
	5%	10%	1%	*%	6%	6%	3%	5%	5%	5%	8%	10%	4%	4%	7%
		bcde			bc	bc					abcd	abcd			ab
EE	51	13	1	4	28	6	3	23	14	40	12	4	16	18	18
	5%	4%	*%	7%	17%	3%	5%	6%	3%	4%	6%	8%	6%	4%	4%
		b		b	abce	b		c			c	c	b		
Vodafone	36	9	-	-	21	7	3	20	10	33	4	1	10	19	7
	3%	3%	-%	-%	13%	4%	4%	5%	3%	4%	2%	2%	4%	4%	2%
		bc			abce	bc		ce		e			c	c	
NOW TV/ NOW Broadband	14	7	3	-	1	4	2	7	4	13	1	*	7	5	2
	1%	2%	1%	-%	1%	2%	3%	2%	1%	1%	1%	1%	3%	1%	1%
							cde						bc		
Post Office	10	7	-	-	-	3	1	4	4	9	2	1	2	6	3
	1%	2%	-%	-%	-%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
		bd				bd									
Utility Warehouse	6	5	-	-	*	1	-	2	2	4	2	1	1	2	3
	1%	2%	-%	-%	*%	*%	-%	*%	1%	1%	1%	1%	*%	*%	1%
		bd													
John Lewis	6	3	-	-	*	3	1	2	1	4	2	2	2	1	3
	1%	1%	-%	-%	*%	2%	2%	*%	*%	*%	1%	3%	1%	*%	1%
		bd				bd	bcd				c	bcd			

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
KCOM	5	2	-	-	1	3	1	1	2	4	1	-	2	1	1
	*%	1%	-%	-%	1%	2%	1%	*%	1%	*%	*%	-%	1%	*%	*%
						b									
SSE	4	3	-	-	-	1	*	3	*	3	*	-	1	2	1
	*%	1%	-%	-%	-%	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%
		bd						c							
GiffGaff	3	-	-	-	2	*	1	1	*	3	-	-	2	1	-
	*%	-%	-%	-%	1%	*%	2%	*%	*%	*%	-%	-%	1%	*%	-%
					abe		bcde						c		
The Phone Co-op	1	-	-	-	*	1	1	*	-	1	-	-	1	-	-
	*%	-%	-%	-%	*%	*%	1%	*%	-%	*%	-%	-%	*%	-%	-%
							bcde								
First Utility	1	1	-	-	-	-	-	*	*	1	-	-	*	-	*
	*%	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	*%	-%	*%
POP Telecom	1	-	-	-	-	1	-	-	1	1	-	-	-	1	-
	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%
Other Supplier	30	-	-	-	1	29	3	10	14	27	4	1	7	11	13
	3%	-%	-%	-%	1%	17%	4%	2%	3%	3%	2%	2%	3%	2%	3%
					ab	abcd									

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
Sky	275	133	141	73	81	62	56	232	21	14	**	44	121	81	83	157
	26%	23%	28%	22%	26%	29%	27%	26%	21%	24%	**	28%	28%	25%	28%	25%
			a			a										
Virgin Media	251	132	118	70	78	47	50	209	25	10	**	36	95	79	64	150
	23%	23%	24%	22%	25%	22%	24%	24%	25%	16%	**	24%	22%	24%	22%	24%
BT	226	133	93	87	64	41	32	175	26	19	**	24	90	80	53	138
	21%	23%	19%	27%	20%	20%	16%	20%	26%	31%	**	16%	21%	24%	18%	22%
		b		bcd	d				a	a			a	a		a
TalkTalk	98	57	40	25	27	22	24	80	8	7	**	17	39	22	26	60
	9%	10%	8%	8%	8%	10%	12%	9%	8%	11%	**	11%	9%	7%	9%	10%
							a					c				
Plusnet	57	31	25	18	17	9	13	49	5	3	**	8	25	14	14	33
	5%	6%	5%	5%	5%	4%	6%	5%	5%	5%	**	6%	6%	4%	5%	5%
EE	51	25	26	15	13	13	9	41	6	4	**	9	22	11	19	26
	5%	4%	5%	5%	4%	6%	4%	5%	6%	6%	**	6%	5%	3%	7%	4%
												c			b	
Vodafone	36	21	15	16	11	6	3	30	4	2	**	4	12	16	8	24
	3%	4%	3%	5%	3%	3%	1%	3%	4%	3%	**	3%	3%	5%	3%	4%
				d	d									b		
NOW TV/ NOW Broadband	14	6	8	3	5	2	4	13	1	1	**	2	5	4	5	6
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	**	1%	1%	1%	2%	1%
Post Office	10	6	4	1	5	1	3	8	*	1	**	1	7	2	4	5
	1%	1%	1%	*%	2%	1%	1%	1%	*%	2%	**	*%	2%	1%	1%	1%
					a											
Utility Warehouse	6	3	4	2	3	-	2	6	-	-	**	1	4	*	3	3
	1%	*%	1%	1%	1%	-%	1%	1%	-%	-%	**	1%	1%	*%	1%	*%
													c			
John Lewis	6	2	4	3	3	-	1	5	-	1	**	*	2	1	2	2
	1%	*%	1%	1%	1%	-%	*%	1%	-%	1%	**	*%	*%	*%	1%	*%
				c	c											

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
KCOM	5	2	2	1	2	*	2	5	-	-	**	1	1	1	1	2
	*%	*%	*%	*%	1%	*%	1%	1%	-%	-%	**	*%	*%	*%	*%	*%
SSE	4	1	3	1	1	1	1	2	2	-	**	1	1	1	1	3
	*%	*%	1%	*%	*%	*%	*%	*%	2%	-%	**	1%	*%	*%	*%	*%
									a							
GiffGaff	3	1	2	1	*	*	1	2	-	-	**	-	1	*	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	-%	*%	*%	*%	*%
The Phone Co-op	1	*	1	-	*	1	-	1	-	-	**	1	-	-	1	-
	*%	*%	*%	-%	*%	*%	-%	*%	-%	-%	**	*%	-%	-%	*%	-%
First Utility	1	*	*	-	-	*	*	1	-	-	**	-	*	-	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	**	-%	*%	-%	-%	*%
POP Telecom	1	1	-	-	-	-	1	1	-	-	**	-	1	-	-	1
	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	**	-%	*%	-%	-%	*%
Other Supplier	30	14	16	12	8	3	7	28	2	*	**	5	8	12	8	19
	3%	2%	3%	4%	2%	2%	4%	3%	2%	1%	**	3%	2%	4%	3%	3%
				c										b		

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

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

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

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

		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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
I am currently within my minimum contract period	718	28	561	96	493	372	217	84	69	535	121	586	70	405	251	87
	67%	53%	67%	61%	68%	69%	63%	90%	92%	67%	67%	67%	67%	67%	67%	71%
			a		a	b		ab	ab							
My minimum contract period has ended, I am out of contract	196	17	151	38	130	98	70	5	3	143	36	158	22	118	61	23
	18%	31%	18%	24%	18%	18%	20%	5%	4%	18%	20%	18%	21%	19%	16%	18%
		b		b		cd	cd									
I don't know whether I am within my minimum contract period or whether it has ended	117	4	91	13	82	57	38	3	2	87	19	97	9	65	41	10
	11%	7%	11%	8%	11%	11%	11%	4%	3%	11%	10%	11%	9%	11%	11%	8%
						cd	cd									
I'm not sure/don't know if I ever had a contract	44	4	28	9	23	13	20	2	1	34	6	37	3	18	22	3
	4%	8%	3%	6%	3%	2%	6%	2%	1%	4%	3%	4%	3%	3%	6%	3%
		b		b			acd								ac	

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
I am currently within my minimum contract period	718	114	604	187	531	447	271	123	95	111	302	145	268
	67%	64%	67%	64%	68%	70%	62%	88%	92%	68%	64%	65%	64%
						b		ab	ab				
My minimum contract period has ended, I am out of contract	196	33	163	58	138	111	84	9	4	32	96	47	81
	18%	18%	18%	20%	18%	17%	19%	6%	3%	19%	20%	21%	19%
						cd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	117	18	99	28	89	66	51	5	4	14	59	20	52
	11%	10%	11%	10%	11%	10%	12%	4%	4%	8%	12%	9%	13%
						cd	cd				a		
I'm not sure/don't know if I ever had a contract	44	13	31	18	26	16	28	2	1	8	16	9	15
	4%	7%	3%	6%	3%	2%	6%	2%	1%	5%	3%	4%	4%
		b		b			acd						

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
I am currently within my minimum contract period	718	188	226	38	**	56	115	**	**	413	171	544	174
	67%	66%	64%	82%	**	67%	72%	**	**	65%	70%	67%	66%
				ab							a		
My minimum contract period has ended, I am out of contract	196	55	73	6	**	15	24	**	**	128	39	152	43
	18%	20%	20%	13%	**	18%	15%	**	**	20%	16%	19%	16%
										b			
I don't know whether I am within my minimum contract period or whether it has ended	117	32	40	1	**	8	14	**	**	73	23	88	29
	11%	11%	11%	3%	**	10%	9%	**	**	11%	9%	11%	11%
		c	c										
I'm not sure/don't know if I ever had a contract	44	8	16	1	**	5	6	**	**	24	10	24	19
	4%	3%	4%	2%	**	5%	4%	**	**	4%	4%	3%	7%
													a

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
I am currently within my minimum contract period	718	244	222	36	113	110	43	280	262	585	131	36	175	277	263
	67%	72%	63%	63%	69%	64%	72%	69%	63%	67%	68%	74%	72%	65%	66%
		bce			b		c	c				c	bc		
My minimum contract period has ended, I am out of contract	196	52	71	16	27	31	7	69	87	164	31	5	35	85	74
	18%	15%	20%	27%	16%	18%	12%	17%	21%	19%	16%	9%	14%	20%	19%
			a	ade				f	abef	af				a	a
I don't know whether I am within my minimum contract period or whether it has ended	117	31	48	5	18	17	7	42	47	96	21	5	23	51	43
	11%	9%	13%	9%	11%	10%	13%	10%	11%	11%	11%	11%	9%	12%	11%
			a												
I'm not sure/don't know if I ever had a contract	44	12	13	1	6	13	2	16	17	35	9	3	11	14	18
	4%	4%	4%	2%	3%	8%	3%	4%	4%	4%	5%	6%	5%	3%	5%
						abcd									

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
I am currently within my minimum contract period	718	386	328	218	215	132	144	590	64	42	**	103	300	214	201	419
	67%	68%	66%	67%	68%	63%	69%	67%	64%	69%	**	67%	69%	66%	68%	67%
							c									
My minimum contract period has ended, I am out of contract	196	110	86	64	54	46	30	165	16	11	**	25	77	67	46	124
	18%	19%	17%	20%	17%	22%	15%	19%	17%	18%	**	16%	18%	21%	16%	20%
				d		bd										a
I don't know whether I am within my minimum contract period or whether it has ended	117	55	61	35	36	21	24	94	15	6	**	18	45	36	34	62
	11%	10%	12%	11%	11%	10%	11%	11%	15%	10%	**	12%	10%	11%	12%	10%
			a													
I'm not sure/don't know if I ever had a contract	44	18	26	9	13	10	10	37	4	2	**	8	15	9	12	23
	4%	3%	5%	3%	4%	5%	5%	4%	4%	3%	**	5%	3%	3%	4%	4%
			a									c				

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

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

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

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

		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	1699	65	1252	226	1091	835	482	205	155	1229	327	1372	184	972	584	216
Effective Weighted Sample	1487	58	1123	201	980	745	436	174	140	1076	302	1199	173	856	512	188
Total	718	28	561	96	493	372	217	84	69	535	121	586	70	405	251	87
Very certain	543	**	438	66	391	290	167	71	62	405	96	446	54	307	194	68
	76%	**	78%	69%	79%	78%	77%	85%	90%	76%	79%	76%	78%	76%	77%	78%
					a			ab	ab							
Fairly certain	152	**	107	26	89	73	41	12	6	114	22	123	14	90	46	18
	21%	**	19%	27%	18%	20%	19%	14%	9%	21%	18%	21%	20%	22%	18%	20%
				b		d	d									
Not very certain	17	**	12	2	11	7	6	*	*	12	3	13	2	7	7	2
	2%	**	2%	3%	2%	2%	3%	*%	*%	2%	2%	2%	2%	2%	3%	2%
							c									
Don't know	6	**	4	2	2	2	2	*	*	4	*	4	*	1	3	-
	1%	**	1%	2%	*%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%	-%
				b											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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1699	314	1385	503	1196	1061	638	312	227	249	570	318	501
Effective Weighted Sample	1487	261	1230	424	1067	927	561	263	200	230	515	290	455
Total	718	114	604	187	531	447	271	123	95	111	302	145	268
Very certain	543	77	467	128	415	339	204	101	83	83	230	107	206
	76%	67%	77%	69%	78%	76%	75%	82%	88%	75%	76%	74%	77%
			a		a			ab	abc				
Fairly certain	152	33	119	53	99	97	55	20	10	25	61	35	51
	21%	29%	20%	28%	19%	22%	20%	16%	11%	23%	20%	24%	19%
		b		b		cd	d						
Not very certain	17	2	15	4	14	8	9	3	1	2	10	3	9
	2%	2%	2%	2%	3%	2%	3%	2%	1%	2%	3%	2%	3%
Don't know	6	1	4	2	4	3	3	*	-	-	2	-	2
	1%	1%	1%	1%	1%	1%	1%	*%	-%	-%	1%	-%	1%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1699	376	443	85	53	148	306	23	20	819	454	1262	437
Effective Weighted Sample	1487	335	405	71	47	140	290	21	19	740	429	1102	388
Total	718	188	226	38	26	56	115	8	7	413	171	544	174
Very certain	543	144	169	**	**	42	94	**	**	313	135	398	145
	76%	77%	75%	**	**	75%	82%	**	**	76%	79%	73%	83%
													a
Fairly certain	152	40	46	**	**	13	19	**	**	86	32	128	24
	21%	21%	20%	**	**	24%	16%	**	**	21%	19%	23%	14%
												b	
Not very certain	17	3	9	**	**	*	1	**	**	12	2	14	4
	2%	2%	4%	**	**	1%	1%	**	**	3%	1%	3%	2%
										b			
Don't know	6	1	2	**	**	*	1	**	**	2	1	4	1
	1%	*%	1%	**	**	1%	1%	**	**	1%	1%	1%	1%

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1699	646	357	91	318	303	127	664	567	1358	336	97	454	615	625
Effective Weighted Sample	1487	607	342	87	287	251	104	569	510	1180	309	89	378	542	567
Total	718	244	222	36	113	110	43	280	262	585	131	36	175	277	263
Very certain	543	190	173	**	84	74	27	197	209	432	110	**	118	212	212
	76%	78%	78%	**	74%	67%	62%	70%	80%	74%	84%	**	68%	76%	80%
		e	e						abd	a	abd			a	a
Fairly certain	152	48	41	**	25	32	14	77	44	134	17	**	51	58	42
	21%	20%	19%	**	22%	29%	32%	28%	17%	23%	13%	**	29%	21%	16%
						abd	cde	cde		ce			bc	c	
Not very certain	17	4	6	**	4	2	2	5	8	15	2	**	5	5	7
	2%	2%	3%	**	3%	2%	5%	2%	3%	3%	2%	**	3%	2%	3%
							be								
Don't know	6	2	2	**	*	1	*	2	2	4	1	**	1	2	2
	1%	1%	1%	**	*%	1%	*%	1%	1%	1%	1%	**	*%	1%	1%

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1699	894	793	485	499	316	379	1407	148	95	49	256	705	480	494	955
Effective Weighted Sample	1487	788	689	431	434	277	331	1229	131	84	43	218	621	420	429	844
Total	718	386	328	218	215	132	144	590	64	42	22	103	300	214	201	419
Very certain	543	303	237	168	165	96	108	444	48	**	**	76	222	169	146	324
	76%	79%	72%	77%	77%	73%	75%	75%	75%	**	**	74%	74%	79%	73%	77%
		b												b		
Fairly certain	152	73	78	44	43	32	31	128	14	**	**	24	68	40	48	83
	21%	19%	24%	20%	20%	24%	22%	22%	22%	**	**	23%	23%	19%	24%	20%
			a													
Not very certain	17	6	11	6	6	3	2	14	2	**	**	3	7	4	4	9
	2%	2%	3%	3%	3%	2%	1%	2%	3%	**	**	3%	2%	2%	2%	2%
			a													
Don't know	6	3	3	1	1	1	2	4	1	**	**	1	4	1	2	3
	1%	1%	1%	*%	*%	1%	2%	1%	1%	**	**	1%	1%	*%	1%	1%
							b									

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

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

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

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

		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	443	37	319	82	274	209	147	14	7	309	97	349	57	270	136	53
Effective Weighted Sample	387	34	288	75	248	188	134	10	6	274	89	309	52	236	123	45
Total	196	17	151	38	130	98	70	5	3	143	36	158	22	118	61	23
Very certain	111	**	88	**	79	58	40	**	**	86	**	92	**	67	36	**
	57%	**	58%	**	60%	59%	57%	**	**	60%	**	59%	**	57%	59%	**
Fairly certain	70	**	53	**	42	33	25	**	**	47	**	53	**	43	19	**
	36%	**	35%	**	32%	34%	36%	**	**	33%	**	34%	**	36%	31%	**
Not very certain	13	**	9	**	9	6	4	**	**	10	**	11	**	7	6	**
	7%	**	6%	**	7%	6%	6%	**	**	7%	**	7%	**	6%	10%	**
Don't know	1	**	1	**	1	*	1	**	**	1	**	1	**	1	-	**
	1%	**	1%	**	1%	*%	1%	**	**	1%	**	1%	**	1%	-%	**

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted total	443	86	357	143	300	259	184	26	9	72	182	102	152
Effective Weighted Sample	387	69	318	119	268	224	163	17	7	67	164	93	136
Total	196	33	163	58	138	111	84	9	4	32	96	47	81
Very certain	111	**	95	28	83	63	48	**	**	**	60	24	53
	57%	**	58%	49%	60%	57%	57%	**	**	**	62%	50%	66%
					a								a
Fairly certain	70	**	56	25	45	40	30	**	**	**	31	20	23
	36%	**	35%	43%	32%	36%	35%	**	**	**	33%	43%	29%
				b								b	
Not very certain	13	**	11	4	9	8	6	**	**	**	5	3	5
	7%	**	7%	7%	7%	7%	7%	**	**	**	5%	6%	6%
Don't know	1	**	1	1	1	1	1	**	**	**	-	*	-
	1%	**	1%	1%	1%	1%	1%	**	**	**	-%	1%	-%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	443	113	141	14	10	39	59	10	7	254	98	341	102
Effective Weighted Sample	387	98	130	11	9	36	57	8	6	228	93	297	91
Total	196	55	73	6	4	15	24	3	2	128	39	152	43
Very certain	111	38	39	**	**	**	**	**	**	77	**	86	25
	57%	68%	53%	**	**	**	**	**	**	60%	**	57%	57%
		b											
Fairly certain	70	14	29	**	**	**	**	**	**	43	**	55	15
	36%	25%	41%	**	**	**	**	**	**	34%	**	36%	34%
			a										
Not very certain	13	4	4	**	**	**	**	**	**	8	**	10	3
	7%	7%	5%	**	**	**	**	**	**	6%	**	7%	8%
Don't know	1	-	*	**	**	**	**	**	**	*	**	1	*
	1%	-%	1%	**	**	**	**	**	**	*%	**	1%	1%

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	443	131	114	36	82	81	20	164	181	365	75	11	93	182	165
Effective Weighted Sample	387	125	109	35	72	66	17	134	164	315	70	10	72	161	151
Total	196	52	71	16	27	31	7	69	87	164	31	5	35	85	74
Very certain	111	28	46	**	**	**	**	36	54	93	**	**	**	50	44
	57%	54%	65%	**	**	**	**	52%	62%	57%	**	**	**	59%	59%
Fairly certain	70	19	21	**	**	**	**	27	27	58	**	**	**	31	24
	36%	37%	30%	**	**	**	**	39%	31%	35%	**	**	**	36%	32%
Not very certain	13	4	3	**	**	**	**	5	5	12	**	**	**	3	6
	7%	8%	5%	**	**	**	**	8%	6%	7%	**	**	**	4%	8%
Don’t know	1	1	-	**	**	**	**	1	*	1	**	**	**	1	*
	1%	2%	-%	**	**	**	**	1%	*%	1%	**	**	**	1%	1%

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	250	192	138	123	106	74	373	39	23	8	57	169	149	115	270
Effective Weighted Sample	387	218	168	124	105	91	65	326	34	20	7	50	146	131	96	241
Total	196	110	86	64	54	46	30	165	16	11	3	25	77	67	46	124
Very certain	111	66	45	33	32	27	**	90	**	**	**	**	43	41	25	71
	57%	60%	53%	51%	59%	58%	**	55%	**	**	**	**	56%	61%	54%	57%
Fairly certain	70	38	32	27	16	17	**	62	**	**	**	**	26	21	18	43
	36%	34%	37%	43%	29%	36%	**	38%	**	**	**	**	34%	32%	39%	35%
				b												
Not very certain	13	6	8	4	6	2	**	11	**	**	**	**	7	5	2	10
	7%	5%	9%	7%	11%	4%	**	7%	**	**	**	**	9%	7%	4%	8%
					c											
Don't know	1	1	1	-	-	*	**	1	**	**	**	**	*	-	1	-
	1%	1%	1%	-%	-%	1%	**	1%	**	**	**	**	1%	-%	3%	-%
															b	

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

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

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

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

		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	984	57	657	165	549	425	289	58	28	691	194	777	108	552	333	110
Effective Weighted Sample	852	51	589	147	493	376	263	45	24	609	174	681	98	482	293	93
Total	420	24	307	71	259	192	138	20	11	309	68	339	39	232	145	45
Within the last 2 years	227	**	155	42	127	110	59	**	**	168	38	182	24	140	66	31
	54%	**	50%	59%	49%	57%	43%	**	**	54%	56%	54%	62%	60%	45%	70%
				b		b								b		ab
Longer than 2 years ago	167	**	133	26	116	73	69	**	**	122	27	136	13	82	67	13
	40%	**	43%	36%	45%	38%	50%	**	**	39%	40%	40%	34%	35%	46%	28%
					a		a								ac	
Don’t know	26	**	19	4	16	9	11	**	**	20	3	21	2	10	13	1
	6%	**	6%	5%	6%	5%	8%	**	**	6%	4%	6%	4%	4%	9%	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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	984	233	751	362	622	561	423	100	46	148	346	203	291
Effective Weighted Sample	852	192	663	304	552	486	366	78	39	135	311	180	265
Total	420	84	336	135	285	238	182	35	17	64	184	90	157
Within the last 2 years	227	53	174	83	144	148	79	31	**	38	87	52	73
	54%	64%	52%	61%	51%	62%	44%	87%	**	59%	48%	57%	47%
		b		b		b		ab		b		b	
Longer than 2 years ago	167	25	142	44	123	79	89	4	**	24	84	36	72
	40%	30%	42%	33%	43%	33%	49%	11%	**	37%	46%	40%	46%
			a		a	c	ac						
Don't know	26	5	21	8	18	12	14	1	**	2	12	3	12
	6%	6%	6%	6%	6%	5%	8%	1%	**	4%	7%	3%	7%
							c						

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	984	207	287	38	19	87	137	16	13	494	224	749	235
Effective Weighted Sample	852	181	261	30	17	82	127	14	12	442	209	646	207
Total	420	101	146	15	8	33	53	6	5	248	86	324	96
Within the last 2 years	227	58	67	**	**	**	32	**	**	125	55	180	47
	54%	57%	46%	**	**	**	60%	**	**	50%	63%	56%	49%
		b									a		
Longer than 2 years ago	167	39	69	**	**	**	19	**	**	108	26	126	41
	40%	39%	47%	**	**	**	36%	**	**	44%	31%	39%	42%
										b			
Don't know	26	4	11	**	**	**	2	**	**	14	5	18	8
	6%	4%	7%	**	**	**	4%	**	**	6%	6%	5%	8%

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	984	307	210	56	193	226	89	417	316	822	159	48	289	365	327
Effective Weighted Sample	852	290	202	53	171	186	71	351	286	706	146	44	234	323	294
Total	420	121	134	23	65	82	30	175	150	355	64	18	109	165	144
Within the last 2 years	227	68	58	**	39	52	**	100	77	195	31	**	68	83	75
	54%	56%	43%	**	60%	64%	**	57%	51%	55%	49%	**	62%	50%	52%
		b			b	b							bc		
Longer than 2 years ago	167	47	66	**	22	24	**	63	64	138	29	**	37	69	60
	40%	39%	49%	**	34%	30%	**	36%	43%	39%	45%	**	34%	42%	42%
		e	ade								b			a	a
Don't know	26	6	11	**	3	5	**	12	9	22	4	**	4	14	8
	6%	5%	8%	**	5%	6%	**	7%	6%	6%	6%	**	4%	8%	6%
														a	

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	984	467	511	283	281	197	209	833	90	42	19	152	392	266	305	519
Effective Weighted Sample	852	401	446	252	240	169	180	721	78	38	15	129	337	234	261	461
Total	420	200	218	126	120	86	81	351	40	20	9	63	171	115	122	234
Within the last 2 years	227	113	113	73	67	39	45	189	**	**	**	30	97	69	67	129
	54%	56%	52%	58%	55%	45%	56%	54%	**	**	**	48%	57%	59%	55%	55%
				c	c		c							a		
Longer than 2 years ago	167	77	90	46	46	44	29	140	**	**	**	30	62	43	48	93
	40%	38%	41%	37%	38%	51%	36%	40%	**	**	**	49%	36%	38%	40%	40%
						abd						bc				
Don't know	26	10	15	6	8	3	7	22	**	**	**	2	12	3	7	12
	6%	5%	7%	5%	7%	4%	8%	6%	**	**	**	4%	7%	3%	5%	5%
							c						c			

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

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

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

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

		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	984	57	657	165	549	425	289	58	28	691	194	777	108	552	333	110
Effective Weighted Sample	852	51	589	147	493	376	263	45	24	609	174	681	98	482	293	93
Total	420	24	307	71	259	192	138	20	11	309	68	339	39	232	145	45
Yes	121	**	80	26	65	57	33	**	**	88	16	96	8	73	32	15
	29%	**	26%	36%	25%	30%	24%	**	**	29%	24%	28%	21%	31%	22%	34%
				b										b		b
No	272	**	207	41	178	123	96	**	**	203	47	222	28	143	106	26
	65%	**	67%	57%	69%	64%	70%	**	**	66%	69%	65%	72%	62%	73%	59%
					a										ac	
Don't know	26	**	20	5	16	12	9	**	**	18	5	21	3	16	7	3
	6%	**	7%	7%	6%	6%	6%	**	**	6%	8%	6%	7%	7%	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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	984	233	751	362	622	561	423	100	46	148	346	203	291
Effective Weighted Sample	852	192	663	304	552	486	366	78	39	135	311	180	265
Total	420	84	336	135	285	238	182	35	17	64	184	90	157
Yes	121	33	88	51	70	75	46	17	**	23	45	33	35
	29%	40%	26%	38%	25%	32%	25%	48%	**	36%	24%	36%	22%
		b		b		b		ab		b		b	
No	272	46	226	76	196	149	123	17	**	37	127	51	112
	65%	55%	67%	56%	69%	63%	68%	49%	**	58%	69%	56%	71%
			a		a	c	c				a		a
Don't know	26	4	22	8	18	14	13	1	**	4	12	7	10
	6%	5%	7%	6%	6%	6%	7%	3%	**	7%	7%	7%	6%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	984	207	287	38	19	87	137	16	13	494	224	749	235
Effective Weighted Sample	852	181	261	30	17	82	127	14	12	442	209	646	207
Total	420	101	146	15	8	33	53	6	5	248	86	324	96
Yes	121	32	36	**	**	**	12	**	**	68	26	100	21
	29%	32%	24%	**	**	**	23%	**	**	27%	30%	31% b	22%
No	272	63	101	**	**	**	37	**	**	164	55	207	65
	65%	62%	69%	**	**	**	71%	**	**	66%	64%	64%	68%
Don't know	26	7	10	**	**	**	3	**	**	16	5	17	9
	6%	7%	7%	**	**	**	6%	**	**	7%	6%	5%	10% a

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	984	307	210	56	193	226	89	417	316	822	159	48	289	365	327
Effective Weighted Sample	852	290	202	53	171	186	71	351	286	706	146	44	234	323	294
Total	420	121	134	23	65	82	30	175	150	355	64	18	109	165	144
Yes	121	36	32	**	17	33	**	49	46	106	15	**	35	45	42
	29%	30%	24%	**	26%	40%	**	28%	31%	30%	24%	**	32%	27%	29%
						abd									
No	272	79	92	**	42	45	**	112	96	226	45	**	69	108	95
	65%	65%	69%	**	65%	55%	**	64%	64%	64%	71%	**	63%	65%	66%
		e	e		e										
Don't know	26	6	10	**	5	4	**	14	7	23	3	**	6	13	7
	6%	5%	7%	**	8%	5%	**	8%	5%	7%	5%	**	5%	8%	5%

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	984	467	511	283	281	197	209	833	90	42	19	152	392	266	305	519
Effective Weighted Sample	852	401	446	252	240	169	180	721	78	38	15	129	337	234	261	461
Total	420	200	218	126	120	86	81	351	40	20	9	63	171	115	122	234
Yes	121	62	58	45	32	23	20	103	**	**	**	20	47	36	41	62
	29%	31%	27%	35%	27%	27%	25%	29%	**	**	**	32%	27%	31%	33%	27%
				bcd											b	
No	272	126	146	74	81	60	52	226	**	**	**	39	115	72	74	159
	65%	63%	67%	59%	68%	70%	65%	64%	**	**	**	62%	68%	63%	61%	68%
					a	a										a
Don't know	26	12	14	7	7	3	8	23	**	**	**	4	9	7	7	13
	6%	6%	6%	6%	6%	3%	10%	6%	**	**	**	6%	5%	6%	6%	5%
							ac									

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
VERY CERTAIN IN CONTRACT	543	19	438	66	391	290	167	71	62	405	96	446	54	307	194	68
	51%	37%	53%	42%	54%	54%	49%	76%	83%	51%	53%	51%	52%	51%	52%	55%
			a		a	b		ab	ab							
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	291	18	202	51	168	135	85	20	11	214	47	232	29	172	89	37
	27%	33%	24%	33%	23%	25%	25%	21%	14%	27%	26%	26%	27%	28%	24%	30%
		b		b		d	d							b		b
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	85	3	69	11	62	36	36	*	*	65	12	71	6	37	40	4
	8%	5%	8%	7%	8%	7%	10%	*%	*%	8%	7%	8%	6%	6%	11%	3%
						cd	acd								ac	
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	44	3	35	9	29	21	17	1	1	31	9	36	4	23	17	4
	4%	6%	4%	6%	4%	4%	5%	1%	1%	4%	5%	4%	4%	4%	5%	3%
						cd	cd									
VERY CERTAIN OUT OF CONTRACT	111	10	88	19	79	58	40	2	2	86	17	92	11	67	36	11
	10%	19%	11%	12%	11%	11%	12%	2%	3%	11%	9%	11%	10%	11%	10%	9%
		b				cd	cd									
SUMMARY																
IN CONTRACT	834	37	640	117	559	424	252	91	73	618	143	678	83	479	282	104
	78%	70%	77%	75%	77%	79%	73%	97%	96%	77%	79%	77%	80%	79%	75%	85%
						b		ab	ab					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.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
OUT OF CONTRACT	156	13	123	28	108	79	57	3	3	117	26	128	15	90	53	15
	14%	25%	15%	18%	15%	15%	17%	3%	3%	15%	14%	15%	14%	15%	14%	12%
		b				cd	cd									

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
VERY CERTAIN IN CONTRACT	543	77	467	128	415	339	204	101	83	83	230	107	206
	51%	43%	52%	44%	53%	53%	47%	72%	81%	51%	49%	48%	49%
			a		a	b		ab	abc				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	291	65	226	101	190	179	111	35	17	47	117	66	98
	27%	37%	25%	35%	24%	28%	26%	25%	16%	29%	25%	30%	24%
		b		b		d	d	d				b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	85	11	74	19	66	36	49	*	*	9	47	12	44
	8%	6%	8%	7%	8%	6%	11%	*%	*%	5%	10%	5%	11%
						cd	acd				a		a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	44	8	36	15	30	23	22	*	*	8	20	13	15
	4%	4%	4%	5%	4%	4%	5%	*%	*%	5%	4%	6%	4%
						cd	cd						
VERY CERTAIN OUT OF CONTRACT	111	17	95	28	83	63	48	4	3	17	60	24	53
	10%	9%	11%	10%	11%	10%	11%	3%	3%	10%	13%	11%	13%
						cd	cd						
SUMMARY													
IN CONTRACT	834	141	693	229	605	519	315	136	100	131	347	173	304
	78%	80%	77%	79%	77%	81%	73%	97%	97%	79%	73%	78%	73%
						b		ab	ab	b		b	

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
OUT OF CONTRACT	156	25	131	43	113	86	70	4	3	25	79	36	68
	14%	14%	15%	15%	14%	13%	16%	3%	3%	15%	17%	16%	16%
						cd	cd						

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
VERY CERTAIN IN CONTRACT	543	144	169	30	**	42	94	**	**	313	135	398	145
	51%	51%	48%	63%	**	50%	59%	**	**	49%	56%	49%	55%
				ab			a				a		a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	291	75	90	14	**	26	37	**	**	165	63	236	55
	27%	26%	25%	31%	**	31%	23%	**	**	26%	26%	29%	21%
						b						b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	85	20	36	1	**	5	8	**	**	56	14	54	31
	8%	7%	10%	1%	**	6%	5%	**	**	9%	6%	7%	12%
		c	ac							b			a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	44	7	20	*	**	2	7	**	**	27	9	34	11
	4%	3%	6%	1%	**	2%	5%	**	**	4%	4%	4%	4%
			ac										
VERY CERTAIN OUT OF CONTRACT	111	38	39	2	**	9	12	**	**	77	21	86	25
	10%	13%	11%	4%	**	10%	8%	**	**	12%	9%	11%	9%
		c	c							b			
SUMMARY													
IN CONTRACT	834	218	259	44	**	68	131	**	**	478	199	634	200
	78%	77%	73%	94%	**	81%	82%	**	**	75%	82%	78%	75%
				ab							a		

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
OUT OF CONTRACT	156	45	59	2	**	10	20	**	**	104	30	120	35
	14%	16%	17%	5%	**	12%	12%	**	**	16%	12%	15%	13%
		c	c							b			

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
VERY CERTAIN IN CONTRACT	543	190	173	28	84	74	27	197	209	432	110	29	118	212	212
	51%	56%	49%	49%	51%	43%	45%	48%	51%	49%	58%	60%	48%	50%	53%
		be			e						abcd	abcd			
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	291	87	80	15	48	63	26	132	95	253	37	13	91	109	89
	27%	26%	23%	26%	29%	37%	43%	32%	23%	29%	19%	26%	37%	26%	22%
					b	abcd	bcdef	cde		ce			bc		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	85	21	39	4	11	11	3	26	38	67	18	4	11	38	36
	8%	6%	11%	7%	7%	6%	5%	6%	9%	8%	9%	9%	4%	9%	9%
			ade						b		b			a	a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	44	13	15	4	5	7	1	17	17	35	9	*	7	18	19
	4%	4%	4%	7%	3%	4%	2%	4%	4%	4%	5%	1%	3%	4%	5%
											f				
VERY CERTAIN OUT OF CONTRACT	111	28	46	7	15	16	3	36	54	93	17	2	17	50	44
	10%	8%	13%	12%	9%	9%	5%	9%	13%	11%	9%	3%	7%	12%	11%
			ad					f	abdef	af	f			a	a
SUMMARY															
IN CONTRACT	834	277	253	43	131	138	53	329	304	685	147	41	209	321	301
	78%	82%	72%	74%	81%	80%	88%	81%	74%	78%	77%	86%	86%	75%	75%
		bc			b	b	bcde	c		c		cde	bc		
OUT OF CONTRACT	156	40	61	11	20	23	4	53	71	128	26	2	24	68	62
	14%	12%	17%	19%	12%	14%	7%	13%	17%	15%	14%	4%	10%	16%	16%
			ad	ad				af	abf	af	af			a	a

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
VERY CERTAIN IN CONTRACT	543	303	237	168	165	96	108	444	48	34	**	76	222	169	146	324
	51%	53%	47%	51%	52%	46%	52%	50%	48%	55%	**	49%	51%	52%	50%	52%
		b			c		c									
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	291	142	148	89	83	56	58	245	26	14	**	44	125	82	91	157
	27%	25%	29%	27%	26%	27%	28%	28%	26%	22%	**	29%	29%	25%	31%	25%
			a												b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	85	36	48	20	26	19	17	65	13	5	**	13	29	22	22	45
	8%	6%	10%	6%	8%	9%	8%	7%	13%	8%	**	9%	7%	7%	8%	7%
			a						a							
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	44	22	22	17	11	11	5	41	2	1	**	5	17	12	8	31
	4%	4%	4%	5%	4%	5%	3%	5%	2%	2%	**	3%	4%	4%	3%	5%
				d		d										a
VERY CERTAIN OUT OF CONTRACT	111	66	45	33	32	27	19	90	11	8	**	15	43	41	25	71
	10%	12%	9%	10%	10%	13%	9%	10%	12%	12%	**	10%	10%	13%	9%	11%
		b														a
SUMMARY																
IN CONTRACT	834	445	385	257	248	152	167	689	74	47	**	120	347	251	238	481
	78%	78%	77%	79%	78%	73%	80%	78%	74%	77%	**	78%	80%	77%	81%	77%
				c	c		c								b	

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
OUT OF CONTRACT	156	87	68	49	43	38	24	131	13	9	**	20	60	53	33	102
	14%	15%	14%	15%	14%	18%	12%	15%	13%	15%	**	13%	14%	16%	11%	16%
						bd										a

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

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

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

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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
TOTAL IN CONTRACT	718	28	561	96	493	372	217	84	69	535	121	586	70	405	251	87
	67%	53%	67%	61%	68%	69%	63%	90%	92%	67%	67%	67%	67%	67%	67%	71%
			a		a	b		ab	ab							
VERY CERTAIN	543	19	438	66	391	290	167	71	62	405	96	446	54	307	194	68
	51%	37%	53%	42%	54%	54%	49%	76%	83%	51%	53%	51%	52%	51%	52%	55%
			a		a	b		ab	ab							
NOT 'VERY CERTAIN'	175	9	123	30	102	82	49	13	7	130	25	140	15	98	57	20
	16%	17%	15%	19%	14%	15%	14%	14%	9%	16%	14%	16%	15%	16%	15%	16%
				b		d										
TOTAL OUT OF CONTRACT	196	17	151	38	130	98	70	5	3	143	36	158	22	118	61	23
	18%	31%	18%	24%	18%	18%	20%	5%	4%	18%	20%	18%	21%	19%	16%	18%
		b		b		cd	cd									
VERY CERTAIN	111	10	88	19	79	58	40	2	2	86	17	92	11	67	36	11
	10%	19%	11%	12%	11%	11%	12%	2%	3%	11%	9%	11%	10%	11%	10%	9%
		b				cd	cd									
NOT 'VERY CERTAIN'	85	7	64	19	51	40	30	3	1	58	19	65	11	51	25	12
	8%	13%	8%	12%	7%	7%	9%	3%	2%	7%	10%	7%	11%	8%	7%	10%
				b		cd	cd				a					
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	117	4	91	13	82	57	38	3	2	87	19	97	9	65	41	10
	11%	7%	11%	8%	11%	11%	11%	4%	3%	11%	10%	11%	9%	11%	11%	8%
						cd	cd									
NOT SURE IF EVER HAD A CONTRACT	44	4	28	9	23	13	20	2	1	34	6	37	3	18	22	3
	4%	8%	3%	6%	3%	2%	6%	2%	1%	4%	3%	4%	3%	3%	6%	3%
		b		b			acd								ac	

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
TOTAL IN CONTRACT	718	114	604	187	531	447	271	123	95	111	302	145	268
	67%	64%	67%	64%	68%	70%	62%	88%	92%	68%	64%	65%	64%
						b		ab	ab				
VERY CERTAIN	543	77	467	128	415	339	204	101	83	83	230	107	206
	51%	43%	52%	44%	53%	53%	47%	72%	81%	51%	49%	48%	49%
			a		a	b		ab	abc				
NOT 'VERY CERTAIN'	175	37	138	59	116	108	67	23	11	28	73	38	62
	16%	21%	15%	20%	15%	17%	15%	16%	11%	17%	15%	17%	15%
		b		b		d							
TOTAL OUT OF CONTRACT	196	33	163	58	138	111	84	9	4	32	96	47	81
	18%	18%	18%	20%	18%	17%	19%	6%	3%	19%	20%	21%	19%
						cd	cd						
VERY CERTAIN	111	17	95	28	83	63	48	4	3	17	60	24	53
	10%	9%	11%	10%	11%	10%	11%	3%	3%	10%	13%	11%	13%
						cd	cd						
NOT 'VERY CERTAIN'	85	16	69	30	55	48	36	5	1	15	36	23	28
	8%	9%	8%	10%	7%	8%	8%	4%	1%	9%	8%	11%	7%
				b		cd	cd	d				b	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	117	18	99	28	89	66	51	5	4	14	59	20	52
	11%	10%	11%	10%	11%	10%	12%	4%	4%	8%	12%	9%	13%
						cd	cd				a		
NOT SURE IF EVER HAD A CONTRACT	44	13	31	18	26	16	28	2	1	8	16	9	15
	4%	7%	3%	6%	3%	2%	6%	2%	1%	5%	3%	4%	4%
		b		b			acd						

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
TOTAL IN CONTRACT	718	188	226	38	**	56	115	**	**	413	171	544	174
	67%	66%	64%	82%	**	67%	72%	**	**	65%	70%	67%	66%
				ab							a		
VERY CERTAIN	543	144	169	30	**	42	94	**	**	313	135	398	145
	51%	51%	48%	63%	**	50%	59%	**	**	49%	56%	49%	55%
				ab			a				a		a
NOT 'VERY CERTAIN'	175	44	56	9	**	14	21	**	**	100	35	146	29
	16%	15%	16%	19%	**	17%	13%	**	**	16%	15%	18%	11%
												b	
TOTAL OUT OF CONTRACT	196	55	73	6	**	15	24	**	**	128	39	152	43
	18%	20%	20%	13%	**	18%	15%	**	**	20%	16%	19%	16%
										b			
VERY CERTAIN	111	38	39	2	**	9	12	**	**	77	21	86	25
	10%	13%	11%	4%	**	10%	8%	**	**	12%	9%	11%	9%
		c	c							b			
NOT 'VERY CERTAIN'	85	17	34	4	**	6	11	**	**	51	18	66	19
	8%	6%	10%	8%	**	8%	7%	**	**	8%	7%	8%	7%
			a										
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	117	32	40	1	**	8	14	**	**	73	23	88	29
	11%	11%	11%	3%	**	10%	9%	**	**	11%	9%	11%	11%
		c	c										
NOT SURE IF EVER HAD A CONTRACT	44	8	16	1	**	5	6	**	**	24	10	24	19
	4%	3%	4%	2%	**	5%	4%	**	**	4%	4%	3%	7%
													a

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
TOTAL IN CONTRACT	718	244	222	36	113	110	43	280	262	585	131	36	175	277	263
	67%	72%	63%	63%	69%	64%	72%	69%	63%	67%	68%	74%	72%	65%	66%
		bce			b		c	c				c	bc		
VERY CERTAIN	543	190	173	28	84	74	27	197	209	432	110	29	118	212	212
	51%	56%	49%	49%	51%	43%	45%	48%	51%	49%	58%	60%	48%	50%	53%
		be			e						abcd	abcd			
NOT 'VERY CERTAIN'	175	54	49	8	29	36	16	84	53	153	21	7	57	65	52
	16%	16%	14%	14%	18%	21%	27%	21%	13%	17%	11%	15%	23%	15%	13%
						ab	cdef	cde		ce			bc		
TOTAL OUT OF CONTRACT	196	52	71	16	27	31	7	69	87	164	31	5	35	85	74
	18%	15%	20%	27%	16%	18%	12%	17%	21%	19%	16%	9%	14%	20%	19%
			a	ade				f	abef	af				a	a
VERY CERTAIN	111	28	46	7	15	16	3	36	54	93	17	2	17	50	44
	10%	8%	13%	12%	9%	9%	5%	9%	13%	11%	9%	3%	7%	12%	11%
			ad					f	abdef	af	f			a	a
NOT 'VERY CERTAIN'	85	24	25	9	12	15	4	33	33	70	14	3	18	35	31
	8%	7%	7%	15%	7%	9%	7%	8%	8%	8%	7%	6%	7%	8%	8%
				abde											
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	117	31	48	5	18	17	7	42	47	96	21	5	23	51	43
	11%	9%	13%	9%	11%	10%	13%	10%	11%	11%	11%	11%	9%	12%	11%
			a												
NOT SURE IF EVER HAD A CONTRACT	44	12	13	1	6	13	2	16	17	35	9	3	11	14	18
	4%	4%	4%	2%	3%	8%	3%	4%	4%	4%	5%	6%	5%	3%	5%
						abcd									

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
TOTAL IN CONTRACT	718	386	328	218	215	132	144	590	64	42	**	103	300	214	201	419
	67%	68%	66%	67%	68%	63%	69%	67%	64%	69%	**	67%	69%	66%	68%	67%
							c									
VERY CERTAIN	543	303	237	168	165	96	108	444	48	34	**	76	222	169	146	324
	51%	53%	47%	51%	52%	46%	52%	50%	48%	55%	**	49%	51%	52%	50%	52%
		b			c		c									
NOT 'VERY CERTAIN'	175	82	91	50	50	36	36	145	16	9	**	27	78	45	54	95
	16%	14%	18%	15%	16%	17%	17%	16%	16%	14%	**	18%	18%	14%	19%	15%
			a										c		b	
TOTAL OUT OF CONTRACT	196	110	86	64	54	46	30	165	16	11	**	25	77	67	46	124
	18%	19%	17%	20%	17%	22%	15%	19%	17%	18%	**	16%	18%	21%	16%	20%
				d		bd										a
VERY CERTAIN	111	66	45	33	32	27	19	90	11	8	**	15	43	41	25	71
	10%	12%	9%	10%	10%	13%	9%	10%	12%	12%	**	10%	10%	13%	9%	11%
		b														a
NOT 'VERY CERTAIN'	85	44	40	32	22	19	11	75	5	3	**	10	34	26	21	53
	8%	8%	8%	10%	7%	9%	5%	8%	5%	5%	**	6%	8%	8%	7%	8%
				d		d										
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	117	55	61	35	36	21	24	94	15	6	**	18	45	36	34	62
	11%	10%	12%	11%	11%	10%	11%	11%	15%	10%	**	12%	10%	11%	12%	10%
			a													
NOT SURE IF EVER HAD A CONTRACT	44	18	26	9	13	10	10	37	4	2	**	8	15	9	12	23
	4%	3%	5%	3%	4%	5%	5%	4%	4%	3%	**	5%	3%	3%	4%	4%
			a									c				

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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

		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	2044	121	1515	315	1321	1009	627	191	136	1520	407	1695	232	1206	721	258
Effective Weighted Sample	1624	70	1383	198	1210	850	498	146	110	1237	371	1378	212	998	580	199
Total	1014	91	744	182	653	502	333	84	67	776	158	841	94	572	363	119
Sky	387	29	309	69	269	215	123	36	33	301	59	331	29	213	146	43
	38%	32%	42%	38%	41%	43%	37%	43%	49%	39%	37%	39%	31%	37%	40%	36%
			a			b			b			b				
Freeview	259	48	148	67	129	116	81	21	17	199	33	213	19	148	84	31
	26%	52%	20%	37%	20%	23%	24%	25%	25%	26%	21%	25%	20%	26%	23%	26%
		b		b						b						
Virgin Media	179	4	154	14	143	84	74	9	6	130	36	141	24	99	66	21
	18%	4%	21%	8%	22%	17%	22%	10%	9%	17%	23%	17%	26%	17%	18%	17%
			a		a	cd	acd				a		a			
BT	58	1	46	7	40	22	25	5	2	45	8	46	8	31	23	6
	6%	1%	6%	4%	6%	4%	8%	6%	4%	6%	5%	5%	9%	5%	6%	5%
			a				a									
Freesat	44	4	32	8	28	25	11	5	4	33	9	38	4	29	13	5
	4%	5%	4%	4%	4%	5%	3%	6%	6%	4%	6%	5%	4%	5%	3%	4%
NOW TV/ NOW Broadband	40	6	20	12	14	17	9	4	3	32	4	34	3	22	15	6
	4%	6%	3%	7%	2%	3%	3%	5%	5%	4%	2%	4%	3%	4%	4%	5%
		b		b												
TalkTalk	19	-	17	1	16	11	5	1	1	17	2	18	2	11	8	1
	2%	-%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	2%	1%
					a											
YouView	9	1	7	1	7	5	3	1	1	8	1	8	1	8	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	2%
														b		b
EE	7	-	4	1	4	4	1	1	-	2	6	2	5	4	3	2
	1%	-%	1%	*%	1%	1%	*%	1%	-%	*%	3%	*%	5%	1%	1%	1%
											a		a			
Plusnet	5	-	3	*	2	2	*	1	1	3	1	3	*	3	1	1
	*%	-%	*%	*%	*%	*%	*%	1%	2%	*%	*%	*%	*%	*%	*%	1%
								b	b							
Other Supplier	6	-	3	1	2	2	1	-	-	6	1	6	*	4	2	1
	1%	-%	*%	1%	*%	*%	*%	-%	-%	1%	*%	1%	*%	1%	1%	1%

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2044	209	1682	428	1463	1142	749	251	183	442	896	562	776
Effective Weighted Sample	1624	176	1520	371	1327	1020	675	214	163	323	806	422	704
Total	1014	83	796	178	702	525	355	106	82	224	478	284	419
Sky	387 38%	21 25%	331 42% a	63 35%	289 41% a	216 41%	136 38%	41 39%	34 41%	156 70% b	232 48%	190 67% b	197 47%
Freeview	259 26%	39 47% b	157 20%	63 35% b	133 19%	130 25% b	66 19%	29 27% b	24 29% b	- -%	- -%	- -%	- -%
Virgin Media	179 18%	2 3%	166 21% a	11 6%	158 22% a	75 14%	93 26% acd	13 12%	9 10%	13 6%	166 35% a	25 9%	154 37% a
BT	58 6%	* 1%	52 7% a	6 3%	47 7% a	27 5%	26 7%	7 6%	4 5%	8 4%	50 11% a	16 6%	43 10% a
Freesat	44 4%	5 7%	32 4%	10 6%	28 4%	26 5%	12 3%	6 6%	5 6%	- -%	- -%	- -%	- -%
NOW TV/ NOW Broadband	40 4%	10 12% b	22 3%	17 9% b	15 2%	22 4%	10 3%	6 5%	3 4%	36 16% b	4 1%	38 14% b	1 *%
TalkTalk	19 2%	- -%	18 2% a	1 *%	17 2% a	11 2%	7 2%	1 1%	1 1%	2 1%	17 4% a	5 2%	15 3% a
YouView	9 1%	1 2%	7 1%	2 1%	7 1%	5 1%	4 1%	1 1%	1 1%	- -%	- -%	- -%	- -%
EE	7 1%	* 1%	5 1%	1 1%	4 1%	6 1% b	* *%	1 *%	- -%	1 *%	7 1%	2 1%	6 1%
Plusnet	5 *%	- -%	3 *%	* *%	3 *%	3 1%	* *%	1 1% b	1 1% b	2 1%	3 1%	2 1%	3 1%
Other Supplier	6 1%	3 4% b	3 *%	5 3% b	2 *%	5 1%	1 *%	1 1%	1 1%	6 3% b	- -%	6 2% b	- -%

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2044	604	734	118	70	231	475	39	33	1338	706	1536	508
Effective Weighted Sample	1624	511	612	92	61	183	325	29	25	1122	502	1294	356
Total	1014	309	393	51	33	95	217	15	14	702	312	743	271
Sky	387 38%	147 48%	240 61% ac	24 46%	** **	- -%	- -%	** **	** **	387 55% b	- -%	296 40% b	91 34%
Freeview	259 26%	- -%	- -%	- -%	** **	72 76%	187 86% a	** **	** **	- -%	259 83% a	149 20%	110 41% a
Virgin Media	179 18%	80 26%	98 25%	11 21%	** **	- -%	- -%	** **	** **	179 25% b	- -%	139 19% b	40 15%
BT	58 6%	31 10% b	27 7%	7 14% b	** **	- -%	- -%	** **	** **	58 8% b	- -%	51 7% b	8 3%
Freesat	44 4%	- -%	- -%	- -%	** **	20 21% b	24 11%	** **	** **	- -%	44 14% a	30 4%	14 5%
NOW TV/ NOW Broadband	40 4%	23 7% b	17 4%	6 11% b	** **	- -%	- -%	** **	** **	40 6% b	- -%	38 5% b	1 *%
TalkTalk	19 2%	12 4% b	7 2%	2 3%	** **	- -%	- -%	** **	** **	19 3% b	- -%	15 2%	4 2%
YouView	9 1%	- -%	- -%	- -%	** **	3 3%	6 3%	** **	** **	- -%	9 3% a	7 1%	2 1%
EE	7 1%	6 2% b	1 *%	1 2% b	** **	- -%	- -%	** **	** **	7 1% b	- -%	7 1%	* *%
Plusnet	5 *%	4 1% b	1 *%	1 2% b	** **	- -%	- -%	** **	** **	5 1% b	- -%	5 1%	- -%
Other Supplier	6 1%	5 1% b	2 *%	* *%	** **	- -%	- -%	** **	** **	6 1% b	- -%	5 1%	1 *%

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2044	642	563	142	387	332	130	737	751	1618	422	117	476	761	803
Effective Weighted Sample	1624	618	540	136	334	204	97	604	633	1332	294	68	367	656	604
Total	1014	265	353	58	142	206	56	356	395	807	206	66	218	389	406
Sky	387	87	181	16	62	52	16	144	160	319	68	18	76	165	146
	38%	33%	51%	28%	44%	25%	28%	40%	40%	40%	33%	27%	35%	42%	36%
		e	acde		ace			aef	aef	aef				ac	
Freeview	259	124	-	-	33	102	11	70	95	176	83	36	45	81	132
	26%	47%	-%	-%	23%	50%	20%	20%	24%	22%	40%	54%	21%	21%	33%
		bcd			bc	bcd			b		abcd	abcde			ab
Virgin Media	179	3	118	29	19	9	11	66	72	149	30	7	41	70	67
	18%	1%	33%	50%	14%	5%	20%	19%	18%	18%	15%	11%	19%	18%	17%
			ade	abde	ae	a	f	f	f	f					
BT	58	3	35	7	8	5	6	26	19	51	8	2	20	20	19
	6%	1%	10%	12%	6%	2%	11%	7%	5%	6%	4%	4%	9%	5%	5%
			ade	ade	ae		cef	e					bc		
Freesat	44	24	-	-	9	11	3	14	19	36	8	2	8	16	19
	4%	9%	-%	-%	6%	6%	6%	4%	5%	4%	4%	3%	4%	4%	5%
		bc			bc	bc									
NOW TV/ NOW Broadband	40	14	3	-	5	18	5	19	15	38	2	-	14	17	8
	4%	5%	1%	-%	4%	9%	8%	5%	4%	5%	1%	-%	7%	4%	2%
		bc			bc	abcd	cef	ef	ef	ef			c	c	
TalkTalk	19	1	14	2	1	1	2	6	8	15	4	1	5	7	8
	2%	*%	4%	3%	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%
			ade	a											
YouView	9	7	-	-	1	1	-	3	5	8	1	-	1	5	3
	1%	2%	-%	-%	1%	1%	-%	1%	1%	1%	1%	-%	*%	1%	1%
		bde													
EE	7	-	1	4	2	1	1	5	1	7	*	-	3	4	*
	1%	-%	*%	7%	2%	*%	2%	1%	*%	1%	*%	-%	1%	1%	*%
				abde	ab		ce	ce					c	c	
Plusnet	5	*	2	*	1	1	2	1	1	4	*	-	2	1	2
	*%	*%	1%	*%	*%	1%	3%	*%	*%	1%	*%	-%	1%	*%	*%
							bcde								
Other Supplier	6	2	-	-	1	3	-	4	1	5	1	*	1	3	2
	1%	1%	-%	-%	1%	2%	-%	1%	*%	1%	1%	1%	1%	1%	1%
		b				b									

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1060	973	617	583	409	417	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	828	789	548	473	311	295	1335	140	105	47	216	673	514	451	969
Total	1014	536	473	301	288	207	207	842	89	57	26	151	412	306	286	583
Sky	387	203	182	122	110	84	68	318	38	24	**	55	158	129	112	221
	38%	38%	38%	40%	38%	41%	33%	38%	42%	42%	**	37%	38%	42%	39%	38%
				d		d										
Freeview	259	139	119	74	70	40	70	227	17	9	**	44	100	69	84	137
	26%	26%	25%	25%	24%	19%	34%	27%	19%	16%	**	29%	24%	23%	29%	24%
							abc	bc				c			b	
Virgin Media	179	92	87	54	52	36	36	149	17	8	**	22	71	60	44	111
	18%	17%	18%	18%	18%	17%	17%	18%	19%	14%	**	15%	17%	20%	15%	19%
BT	58	36	22	19	18	12	10	46	6	4	**	7	29	16	15	38
	6%	7%	5%	6%	6%	6%	5%	5%	7%	8%	**	5%	7%	5%	5%	7%
Freesat	44	25	19	13	16	8	6	36	3	3	**	8	14	15	10	28
	4%	5%	4%	4%	5%	4%	3%	4%	4%	6%	**	5%	4%	5%	4%	5%
NOW TV/ NOW Broadband	40	17	23	6	12	15	6	30	4	5	**	5	24	6	11	23
	4%	3%	5%	2%	4%	7%	3%	4%	4%	8%	**	3%	6%	2%	4%	4%
			a		a	abd				a			c			
TalkTalk	19	9	10	5	4	5	4	13	3	3	**	5	7	4	3	14
	2%	2%	2%	2%	2%	2%	2%	2%	3%	5%	**	3%	2%	1%	1%	2%
										a						
YouView	9	5	4	4	2	1	2	7	*	1	**	*	4	3	2	5
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	**	*%	1%	1%	1%	1%
EE	7	3	4	2	2	2	1	6	-	*	**	2	2	2	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**	1%	*%	1%	1%	*%
															b	
Plusnet	5	4	1	*	1	1	2	4	*	*	**	2	1	*	1	1
	*%	1%	*%	*%	*%	1%	1%	1%	*%	*%	**	1%	*%	*%	*%	*%
							a					bc				
Other Supplier	6	4	2	1	2	2	1	6	1	-	**	1	3	1	2	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	**	*%	1%	*%	1%	*%

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

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

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

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

		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	1338	60	1029	192	897	656	433	118	82	973	290	1092	171	768	495	168
Effective Weighted Sample	1122	32	950	131	833	573	377	86	65	830	262	926	154	663	410	131
Total	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
I am currently within my minimum contract period	432	**	339	62	302	220	144	45	**	332	72	358	46	236	168	53
	62%	**	61%	59%	62%	62%	60%	79%	**	62%	62%	62%	65%	61%	63%	66%
								ab								
My minimum contract period has ended, I am out of contract	148	**	124	25	105	85	45	9	**	109	28	121	16	91	46	17
	21%	**	22%	24%	22%	24%	19%	16%	**	20%	24%	21%	23%	24%	17%	22%
														b		
I don't know whether I am within my minimum contract period or whether it has ended	76	**	62	10	55	37	28	1	**	59	11	64	7	43	28	6
	11%	**	11%	10%	11%	11%	12%	3%	**	11%	10%	11%	10%	11%	10%	8%
						c	c									
I'm not sure/don't know if I ever had a contract	47	**	30	8	27	14	21	1	**	36	5	39	2	17	24	4
	7%	**	5%	8%	5%	4%	9%	2%	**	7%	4%	7%	3%	4%	9%	5%
							ac					b			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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
I am currently within my minimum contract period	432 62%	** **	370 62%	57 55%	334 62% a	225 62%	166 61%	54 77% ab	42 81% ab	132 59%	300 63%	167 59%	265 63%
My minimum contract period has ended, I am out of contract	148 21%	** **	132 22%	28 27%	113 21%	84 23% cd	57 21%	10 14%	7 13%	45 20%	103 21%	63 22%	84 20%
I don't know whether I am within my minimum contract period or whether it has ended	76 11%	** **	66 11%	10 10%	60 11%	40 11% d	30 11% d	4 6%	2 4%	21 9%	55 12%	25 9%	50 12%
I'm not sure/don't know if I ever had a contract	47 7%	** **	32 5%	8 8%	28 5%	16 4%	20 7% ac	2 2%	1 2%	26 11% b	21 4%	28 10% b	18 4%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1338	604	734	118	70	-	-	-	-	1338	-	1069	269
Effective Weighted Sample	1122	511	612	92	61	-	-	-	-	1122	-	907	217
Total	702	309	393	51	33	-	-	-	-	702	-	557	146
I am currently within my minimum contract period	432	193	239	41	**	**	**	**	**	432	**	346	86
	62%	62%	61%	79%	**	**	**	**	**	62%	**	62%	59%
				ab									
My minimum contract period has ended, I am out of contract	148	66	82	6	**	**	**	**	**	148	**	120	28
	21%	21%	21%	12%	**	**	**	**	**	21%	**	22%	19%
		c	c										
I don't know whether I am within my minimum contract period or whether it has ended	76	31	44	3	**	**	**	**	**	76	**	59	17
	11%	10%	11%	6%	**	**	**	**	**	11%	**	11%	12%
I'm not sure/don't know if I ever had a contract	47	19	28	1	**	**	**	**	**	47	**	32	14
	7%	6%	7%	2%	**	**	**	**	**	7%	**	6%	10%
													a

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1338	243	563	142	270	142	93	520	492	1105	230	54	333	528	474
Effective Weighted Sample	1122	234	540	136	224	90	68	435	425	927	193	36	256	472	392
Total	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
I am currently within my minimum contract period	432	66	218	35	65	56	**	168	165	361	71	**	111	168	152
	62%	60%	62%	60%	66%	61%	**	62%	60%	61%	62%	**	68%	59%	61%
													bc		
My minimum contract period has ended, I am out of contract	148	23	75	16	22	13	**	55	65	127	20	**	27	67	53
	21%	21%	21%	27%	22%	14%	**	20%	24%	22%	17%	**	17%	23%	21%
			e	e										a	
I don't know whether I am within my minimum contract period or whether it has ended	76	12	43	6	9	8	**	30	26	61	15	**	16	33	27
	11%	10%	12%	10%	9%	9%	**	11%	9%	10%	13%	**	10%	11%	11%
I'm not sure/don't know if I ever had a contract	47	10	17	2	3	15	**	17	20	38	8	**	9	18	20
	7%	9%	5%	4%	3%	16%	**	6%	7%	7%	7%	**	5%	6%	8%
		bd				abcd									

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
I am currently within my minimum contract period	432	232	198	130	125	94	80	352	40	**	**	63	182	132	124	254
	62%	63%	60%	62%	62%	60%	62%	62%	59%	**	**	64%	62%	61%	65%	61%
My minimum contract period has ended, I am out of contract	148	80	68	45	42	36	24	123	13	**	**	16	66	50	35	94
	21%	22%	20%	22%	21%	23%	19%	21%	18%	**	**	16%	23%	23%	18%	23%
I don't know whether I am within my minimum contract period or whether it has ended	76	36	40	26	22	12	14	58	11	**	**	11	27	25	19	43
	11%	10%	12%	13%	11%	8%	11%	10%	16%	**	**	11%	9%	11%	10%	10%
				c												
I'm not sure/don't know if I ever had a contract	47	19	27	8	12	15	10	39	5	**	**	8	18	11	12	23
	7%	5%	8%	4%	6%	10%	8%	7%	7%	**	**	9%	6%	5%	6%	5%
			a			a	a									

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

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

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

		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	830	40	634	117	557	405	269	92	64	607	181	676	112	469	319	109
Effective Weighted Sample	692	21	583	78	515	343	243	64	50	516	161	571	99	399	266	81
Total	432	25	339	62	302	220	144	45	37	332	72	358	46	236	168	53
Very certain	319	**	267	41	243	170	113	**	**	245	54	266	34	170	130	32
	74%	**	79%	66%	80%	77%	79%	**	**	74%	75%	74%	73%	72%	77%	60%
					a									c	c	
Fairly certain	94	**	57	16	49	41	24	**	**	72	14	76	10	56	30	20
	22%	**	17%	25%	16%	18%	17%	**	**	22%	19%	21%	22%	24%	18%	37%
				b										b		ab
Not very certain	14	**	10	4	7	8	3	**	**	11	2	12	1	9	5	2
	3%	**	3%	7%	2%	4%	2%	**	**	3%	3%	3%	2%	4%	3%	3%
				b												
Don’t know	5	**	4	1	3	1	3	**	**	3	1	4	1	1	4	*
	1%	**	1%	2%	1%	*%	2%	**	**	1%	2%	1%	2%	1%	2%	*%
							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.

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	830	47	728	125	650	445	330	115	84	258	572	330	500
Effective Weighted Sample	692	41	658	110	589	398	301	98	75	185	513	245	450
Total	432	21	370	57	334	225	166	54	42	132	300	167	265
Very certain	319	**	283	40	260	169	131	43	**	89	230	114	205
	74%	**	77%	70%	78%	75%	79%	80%	**	68%	77%	68%	77%
											a		a
Fairly certain	94	**	69	14	60	46	28	10	**	39	55	47	47
	22%	**	19%	24%	18%	20%	17%	19%	**	30%	18%	28%	18%
										b		b	
Not very certain	14	**	12	3	10	8	4	*	**	3	11	5	9
	3%	**	3%	5%	3%	4%	3%	1%	**	2%	4%	3%	3%
Don't know	5	**	5	*	5	2	3	-	**	1	4	1	4
	1%	**	1%	*%	1%	1%	2%	-%	**	*%	1%	*%	2%

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

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	830	380	450	91	50	-	-	-	-	830	-	667	163
Effective Weighted Sample	692	315	377	70	44	-	-	-	-	692	-	566	127
Total	432	193	239	41	24	-	-	-	-	432	-	346	86
Very certain	319	138	181	**	**	**	**	**	**	319	**	249	70
	74%	72%	76%	**	**	**	**	**	**	74%	**	72%	82%
													a
Fairly certain	94	48	46	**	**	**	**	**	**	94	**	82	12
	22%	25%	19%	**	**	**	**	**	**	22%	**	24%	14%
		b										b	
Not very certain	14	5	8	**	**	**	**	**	**	14	**	11	3
	3%	3%	4%	**	**	**	**	**	**	3%	**	3%	3%
Don't know	5	1	4	**	**	**	**	**	**	5	**	3	1
	1%	*%	2%	**	**	**	**	**	**	1%	**	1%	2%

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

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	830	148	351	87	178	84	61	324	295	680	149	38	223	314	292
Effective Weighted Sample	692	142	336	82	150	54	43	265	257	565	129	27	166	280	246
Total	432	66	218	35	65	56	27	168	165	361	71	19	111	168	152
Very certain	319	51	173	**	44	**	**	113	131	258	61	**	66	130	123
	74%	76%	79%	**	67%	**	**	67%	79%	72%	86%	**	60%	77%	81%
			d						bd		bd			a	a
Fairly certain	94	14	35	**	18	**	**	51	23	86	8	**	41	33	21
	22%	22%	16%	**	27%	**	**	30%	14%	24%	11%	**	37%	19%	14%
					b			cde		ce			bc		
Not very certain	14	1	8	**	3	**	**	4	8	13	1	**	3	4	7
	3%	1%	4%	**	4%	**	**	2%	5%	4%	1%	**	3%	2%	4%
Don't know	5	*	2	**	1	**	**	1	3	3	1	**	1	2	2
	1%	1%	1%	**	1%	**	**	*%	2%	1%	2%	**	1%	1%	1%

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

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	830	437	389	250	222	178	173	681	72	51	26	127	347	243	251	470
Effective Weighted Sample	692	349	343	221	183	136	152	566	59	45	23	109	285	201	205	393
Total	432	232	198	130	125	94	80	352	40	26	14	63	182	132	124	254
Very certain	319	175	143	101	92	68	56	256	**	**	**	43	134	104	89	193
	74%	75%	72%	78%	73%	72%	70%	73%	**	**	**	68%	73%	79%	71%	76%
														a		
Fairly certain	94	47	47	21	30	24	18	81	**	**	**	17	40	24	29	52
	22%	20%	24%	16%	24%	26%	23%	23%	**	**	**	26%	22%	18%	23%	21%
					a	a										
Not very certain	14	8	6	6	3	2	3	11	**	**	**	4	6	4	6	6
	3%	4%	3%	5%	2%	2%	4%	3%	**	**	**	6%	4%	3%	5%	2%
Don't know	5	2	3	1	1	-	2	3	**	**	**	-	2	1	1	3
	1%	1%	1%	1%	1%	-%	3%	1%	**	**	**	-%	1%	1%	1%	1%
							c									

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

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

		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	285	12	229	45	196	157	84	20	13	201	69	232	38	181	89	35
Effective Weighted Sample	251	10	210	39	182	143	78	17	12	181	65	208	36	159	83	31
Total	148	6	124	25	105	85	45	9	6	109	28	121	16	91	46	17
Very certain	94	**	81	**	69	57	**	**	**	69	**	76	**	58	**	**
	63%	**	65%	**	66%	67%	**	**	**	63%	**	63%	**	64%	**	**
Fairly certain	46	**	37	**	29	23	**	**	**	33	**	38	**	28	**	**
	31%	**	30%	**	28%	28%	**	**	**	31%	**	31%	**	30%	**	**
Not very certain	7	**	6	**	6	4	**	**	**	6	**	6	**	5	**	**
	5%	**	5%	**	6%	4%	**	**	**	5%	**	5%	**	6%	**	**
Don't know	1	**	1	**	*	*	**	**	**	1	**	1	**	*	**	**
	1%	**	1%	**	*%	1%	**	**	**	1%	**	1%	**	*%	**	**

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	a	b
Unweighted total	285	20	256	56	220	168	108	21	13	96	189	128	157
Effective Weighted Sample	251	16	233	49	200	152	97	17	11	84	168	109	142
Total	148	9	132	28	113	84	57	10	7	45	103	63	84
Very certain	94	**	86	**	75	58	34	**	**	**	67	36	58
	63%	**	65%	**	66%	69%	59%	**	**	**	65%	57%	68%
Fairly certain	46	**	39	**	32	22	20	**	**	**	31	23	23
	31%	**	30%	**	28%	26%	35%	**	**	**	30%	37%	27%
Not very certain	7	**	6	**	6	4	3	**	**	**	5	3	4
	5%	**	5%	**	5%	5%	5%	**	**	**	5%	5%	5%
Don't know	1	**	1	**	*	*	*	**	**	**	-	1	-
	1%	**	1%	**	*%	1%	1%	**	**	**	-%	1%	-%

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	285	128	157	16	11	-	-	-	-	285	-	233	52
Effective Weighted Sample	251	109	142	13	10	-	-	-	-	251	-	204	47
Total	148	66	82	6	5	-	-	-	-	148	-	120	28
Very certain	94	49	44	**	**	**	**	**	**	94	**	74	**
	63%	75%	54%	**	**	**	**	**	**	63%	**	62%	**
		b											
Fairly certain	46	14	32	**	**	**	**	**	**	46	**	39	**
	31%	21%	40%	**	**	**	**	**	**	31%	**	33%	**
			a										
Not very certain	7	3	4	**	**	**	**	**	**	7	**	6	**
	5%	5%	5%	**	**	**	**	**	**	5%	**	5%	**
Don't know	1	-	1	**	**	**	**	**	**	1	**	1	**
	1%	-%	1%	**	**	**	**	**	**	1%	**	1%	**

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	285	50	119	36	57	23	15	109	120	244	39	6	58	125	100
Effective Weighted Sample	251	49	113	35	46	17	12	94	110	215	35	5	47	111	91
Total	148	23	75	16	22	13	7	55	65	127	20	4	27	67	53
Very certain	94	**	50	**	**	**	**	35	43	80	**	**	**	44	35
	63%	**	66%	**	**	**	**	63%	66%	63%	**	**	**	66%	67%
Fairly certain	46	**	22	**	**	**	**	17	18	40	**	**	**	22	13
	31%	**	29%	**	**	**	**	31%	28%	31%	**	**	**	33%	25%
Not very certain	7	**	3	**	**	**	**	3	3	7	**	**	**	-	4
	5%	**	5%	**	**	**	**	5%	5%	5%	**	**	**	-%	7%
															b
Don't know	1	**	-	**	**	**	**	*	-	*	**	**	**	*	*
	1%	**	-%	**	**	**	**	1%	-%	*%	**	**	**	1%	1%

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	~a	b
Unweighted total	285	153	132	85	80	73	47	236	23	23	3	31	127	93	71	178
Effective Weighted Sample	251	136	115	79	70	64	39	207	21	21	3	26	113	82	64	159
Total	148	80	68	45	42	36	24	123	13	11	2	16	66	50	35	94
Very certain	94	52	42	**	**	**	**	77	**	**	**	**	43	**	**	61
	63%	64%	62%	**	**	**	**	63%	**	**	**	**	65%	**	**	65%
Fairly certain	46	25	21	**	**	**	**	39	**	**	**	**	18	**	**	29
	31%	31%	31%	**	**	**	**	32%	**	**	**	**	28%	**	**	30%
Not very certain	7	3	4	**	**	**	**	6	**	**	**	**	5	**	**	5
	5%	4%	6%	**	**	**	**	5%	**	**	**	**	7%	**	**	5%
Don't know	1	*	*	**	**	**	**	1	**	**	**	**	*	**	**	-
	1%	1%	1%	**	**	**	**	1%	**	**	**	**	1%	**	**	-%

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

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

		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	551	26	385	88	323	240	171	31	16	400	117	449	68	321	196	83
Effective Weighted Sample	443	13	357	56	301	206	142	25	15	328	104	365	61	262	159	57
Total	290	18	208	50	177	129	98	12	7	222	44	240	27	158	108	39
Within the last 2 years	135	**	92	**	75	64	37	**	**	101	25	111	**	82	44	**
	47%	**	44%	**	42%	50% b	38%	**	**	46%	56%	46%	**	52% b	41%	**
Longer than 2 years ago	126	**	99	**	87	54	52	**	**	98	19	106	**	63	54	**
	44%	**	47%	**	49%	42%	53% a	**	**	44%	43%	44%	**	40%	50% a	**
Don’t know	28	**	18	**	15	11	8	**	**	23	1	23	**	13	10	**
	10%	**	9%	**	9%	8%	8%	**	**	10% b	1%	10%	**	8%	10%	**

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	551	38	453	106	385	275	216	48	24	206	345	261	290
Effective Weighted Sample	443	32	409	91	350	247	193	40	22	141	309	184	263
Total	290	16	231	46	200	138	109	20	11	108	182	134	156
Within the last 2 years	135	**	106	26	90	72	43	**	**	51	84	65	70
	47%	**	46%	55%	45%	53%	40%	**	**	48%	46%	48%	45%
						b							
Longer than 2 years ago	126	**	104	15	93	54	54	**	**	43	84	54	73
	44%	**	45%	33%	47%	39%	50%	**	**	40%	46%	40%	47%
					a		a						
Don't know	28	**	20	5	17	11	11	**	**	13	15	15	13
	10%	**	9%	12%	8%	8%	10%	**	**	12%	8%	11%	8%

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	551	241	310	50	22	-	-	-	-	551	-	449	102
Effective Weighted Sample	443	192	251	35	19	-	-	-	-	443	-	358	85
Total	290	122	168	20	9	-	-	-	-	290	-	234	56
Within the last 2 years	135	70	66	**	**	**	**	**	**	135	**	113	22
	47%	57%	39%	**	**	**	**	**	**	47%	**	48%	40%
		b											
Longer than 2 years ago	126	45	81	**	**	**	**	**	**	126	**	101	26
	44%	37%	48%	**	**	**	**	**	**	44%	**	43%	46%
			a										
Don't know	28	7	21	**	**	**	**	**	**	28	**	20	8
	10%	6%	13%	**	**	**	**	**	**	10%	**	9%	14%
			a										

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	551	96	206	55	116	85	54	239	181	474	76	16	170	209	171
Effective Weighted Sample	443	92	199	53	98	53	41	187	152	379	63	10	121	185	138
Total	290	45	131	22	40	55	25	122	102	249	40	9	83	112	94
Within the last 2 years	135	**	55	**	22	**	**	64	39	116	**	**	48	47	41
	47%	**	42%	**	55%	**	**	52%	38%	47%	**	**	57%	41%	43%
					b			c		c			bc		
Longer than 2 years ago	126	**	64	**	16	**	**	48	54	110	**	**	29	55	43
	44%	**	49%	**	40%	**	**	39%	53%	44%	**	**	35%	49%	45%
									b					a	a
Don't know	28	**	12	**	2	**	**	10	9	22	**	**	7	11	10
	10%	**	9%	**	5%	**	**	8%	9%	9%	**	**	8%	10%	11%

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	551	258	289	158	154	121	111	461	49	32	9	96	223	143	169	288
Effective Weighted Sample	443	196	248	141	119	93	87	368	39	30	7	82	180	108	144	237
Total	290	141	147	80	85	64	57	239	29	16	5	47	117	80	81	159
Within the last 2 years	135	67	68	36	42	29	25	110	**	**	**	**	58	37	40	72
	47%	48%	46%	45%	50%	46%	45%	46%	**	**	**	**	50%	47%	50%	46%
Longer than 2 years ago	126	64	63	37	32	30	27	105	**	**	**	**	49	38	32	75
	44%	45%	43%	46%	38%	46%	47%	44%	**	**	**	**	42%	47%	39%	47%
Don't know	28	10	16	7	11	5	4	24	**	**	**	**	10	5	9	11
	10%	7%	11%	9%	12%	8%	8%	10%	**	**	**	**	9%	7%	11%	7%

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

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

		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	551	26	385	88	323	240	171	31	16	400	117	449	68	321	196	83
Effective Weighted Sample	443	13	357	56	301	206	142	25	15	328	104	365	61	262	159	57
Total	290	18	208	50	177	129	98	12	7	222	44	240	27	158	108	39
Yes	89	**	62	**	52	42	26	**	**	72	12	78	**	55	29	**
	31%	**	30%	**	29%	33%	27%	**	**	32%	27%	33%	**	35%	27%	**
No	182	**	134	**	115	80	66	**	**	137	31	147	**	96	72	**
	63%	**	64%	**	65%	62%	68%	**	**	62%	69%	61%	**	60%	67%	**
Don't know	18	**	12	**	10	7	6	**	**	13	2	14	**	8	7	**
	6%	**	6%	**	6%	5%	6%	**	**	6%	4%	6%	**	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.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	551	38	453	106	385	275	216	48	24	206	345	261	290
Effective Weighted Sample	443	32	409	91	350	247	193	40	22	141	309	184	263
Total	290	16	231	46	200	138	109	20	11	108	182	134	156
Yes	89	**	70	17	58	46	29	**	**	33	56	43	46
	31%	**	30%	37%	29%	34%	27%	**	**	31%	31%	32%	30%
No	182	**	147	27	130	85	72	**	**	68	114	82	100
	63%	**	64%	59%	65%	62%	66%	**	**	63%	63%	61%	64%
Don't know	18	**	14	2	12	7	7	**	**	7	12	9	9
	6%	**	6%	5%	6%	5%	7%	**	**	6%	6%	7%	6%

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	551	241	310	50	22	-	-	-	-	551	-	449	102
Effective Weighted Sample	443	192	251	35	19	-	-	-	-	443	-	358	85
Total	290	122	168	20	9	-	-	-	-	290	-	234	56
Yes	89	41	48	**	**	**	**	**	**	89	**	75	14
	31%	34%	29%	**	**	**	**	**	**	31%	**	32%	25%
No	182	72	110	**	**	**	**	**	**	182	**	147	36
	63%	59%	65%	**	**	**	**	**	**	63%	**	63%	64%
Don't know	18	8	10	**	**	**	**	**	**	18	**	12	6
	6%	7%	6%	**	**	**	**	**	**	6%	**	5%	11%
													a

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	551	96	206	55	116	85	54	239	181	474	76	16	170	209	171
Effective Weighted Sample	443	92	199	53	98	53	41	187	152	379	63	10	121	185	138
Total	290	45	131	22	40	55	25	122	102	249	40	9	83	112	94
Yes	89	**	41	**	11	**	**	36	33	77	**	**	23	37	28
	31%	**	32%	**	28%	**	**	29%	33%	31%	**	**	28%	33%	30%
No	182	**	81	**	27	**	**	78	63	156	**	**	54	68	60
	63%	**	62%	**	67%	**	**	64%	61%	63%	**	**	65%	60%	64%
Don't know	18	**	8	**	2	**	**	8	6	16	**	**	5	8	5
	6%	**	6%	**	5%	**	**	7%	6%	6%	**	**	6%	7%	6%

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	551	258	289	158	154	121	111	461	49	32	9	96	223	143	169	288
Effective Weighted Sample	443	196	248	141	119	93	87	368	39	30	7	82	180	108	144	237
Total	290	141	147	80	85	64	57	239	29	16	5	47	117	80	81	159
Yes	89	41	46	29	29	19	12	73	**	**	**	**	29	28	34	42
	31%	29%	31%	36%	34%	29%	21%	31%	**	**	**	**	25%	35%	42%	27%
				d	d									b	b	
No	182	95	88	47	51	43	38	150	**	**	**	**	78	48	42	109
	63%	67%	60%	59%	61%	67%	67%	63%	**	**	**	**	67%	60%	52%	69%
																a
Don't know	18	5	13	3	5	2	7	16	**	**	**	**	10	4	5	7
	6%	3%	9%	4%	6%	4%	12%	7%	**	**	**	**	8%	5%	6%	5%
			a				ac									

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

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

		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	1338	60	1029	192	897	656	433	118	82	973	290	1092	171	768	495	168
Effective Weighted Sample	1122	32	950	131	833	573	377	86	65	830	262	926	154	663	410	131
Total	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
VERY CERTAIN IN CONTRACT	319	**	267	41	243	170	113	39	**	245	54	266	34	170	130	32
	45%	**	48%	39%	50%	48%	48%	69%	**	46%	47%	46%	48%	44%	49%	39%
					a			ab							c	
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	191	**	128	33	107	85	55	9	**	144	32	157	19	110	65	33
	27%	**	23%	31%	22%	24%	23%	16%	**	27%	28%	27%	27%	29%	25%	40%
				b												ab
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	70	**	55	11	50	29	33	1	**	55	9	59	5	33	31	4
	10%	**	10%	10%	10%	8%	14%	2%	**	10%	8%	10%	7%	9%	12%	5%
						c	ac								c	
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	28	**	25	5	20	16	10	2	**	23	4	24	3	15	12	2
	4%	**	4%	5%	4%	4%	4%	3%	**	4%	3%	4%	4%	4%	4%	3%
VERY CERTAIN OUT OF CONTRACT	94	**	81	15	69	57	27	6	**	69	17	76	10	58	28	10
	13%	**	14%	14%	14%	16%	11%	10%	**	13%	15%	13%	14%	15%	10%	12%
						b								b		
SUMMARY																
IN CONTRACT	510	**	396	74	349	255	169	48	**	389	86	423	53	280	195	64
	73%	**	71%	70%	71%	72%	71%	84%	**	73%	74%	73%	75%	72%	73%	80%
								ab								
OUT OF CONTRACT	122	**	105	21	89	73	37	8	**	92	21	100	13	73	40	12
	17%	**	19%	19%	18%	20%	15%	14%	**	17%	18%	17%	18%	19%	15%	15%
						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.

SUMMARY OF CONTRACT STATUS - PAY TV

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
VERY CERTAIN IN CONTRACT	319	**	283	40	260	169	131	43	37	89	230	114	205
	45%	**	47%	39%	49%	46%	48%	62%	70%	40%	48%	40%	49%
					a			ab	ab		a		a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	191	**	149	33	127	97	63	17	9	72	119	90	101
	27%	**	25%	32%	24%	27%	23%	24%	18%	32%	25%	32%	24%
				b						b		b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	70	**	57	7	53	26	33	2	1	25	45	30	40
	10%	**	10%	7%	10%	7%	12%	4%	1%	11%	9%	11%	10%
						d	acd						
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	28	**	25	6	20	14	13	1	*	10	18	14	14
	4%	**	4%	6%	4%	4%	5%	2%	1%	4%	4%	5%	3%
VERY CERTAIN OUT OF CONTRACT	94	**	86	17	75	58	34	6	5	27	67	36	58
	13%	**	14%	16%	14%	16%	12%	9%	10%	12%	14%	13%	14%
						c							
SUMMARY													
IN CONTRACT	510	**	432	73	387	266	194	60	46	162	348	204	307
	73%	**	72%	71%	72%	73%	71%	86%	88%	72%	73%	72%	73%
								ab	ab				

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
OUT OF CONTRACT	122	**	110	23	95	72	46	7	5	37	85	50	72
	17%	**	18%	23%	18%	20%	17%	10%	10%	16%	18%	18%	17%
						cd	c						

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1338	604	734	118	70	-	-	-	-	1338	-	1069	269
Effective Weighted Sample	1122	511	612	92	61	-	-	-	-	1122	-	907	217
Total	702	309	393	51	33	-	-	-	-	702	-	557	146
VERY CERTAIN IN CONTRACT	319	138	181	27	**	**	**	**	**	319	**	249	70
	45%	45%	46%	53%	**	**	**	**	**	45%	**	45%	48%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	191	90	101	18	**	**	**	**	**	191	**	161	30
	27%	29%	26%	35%	**	**	**	**	**	27%	**	29%	20%
				b								b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	70	23	47	1	**	**	**	**	**	70	**	49	21
	10%	7%	12%	2%	**	**	**	**	**	10%	**	9%	15%
		c	ac										a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	28	9	19	1	**	**	**	**	**	28	**	24	4
	4%	3%	5%	2%	**	**	**	**	**	4%	**	4%	3%
VERY CERTAIN OUT OF CONTRACT	94	49	44	4	**	**	**	**	**	94	**	74	20
	13%	16%	11%	7%	**	**	**	**	**	13%	**	13%	14%
		bc											
SUMMARY													
IN CONTRACT	510	228	282	45	**	**	**	**	**	510	**	410	100
	73%	74%	72%	88%	**	**	**	**	**	73%	**	74%	69%
				ab									
OUT OF CONTRACT	122	58	64	5	**	**	**	**	**	122	**	98	24
	17%	19%	16%	10%	**	**	**	**	**	17%	**	18%	17%
		c											

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

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SUMMARY OF CONTRACT STATUS - PAY TV

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1338	243	563	142	270	142	93	520	492	1105	230	54	333	528	474
Effective Weighted Sample	1122	234	540	136	224	90	68	435	425	927	193	36	256	472	392
Total	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
VERY CERTAIN IN CONTRACT	319	51	173	27	44	31	**	113	131	258	61	**	66	130	123
	45%	46%	49%	46%	44%	34%	**	42%	47%	44%	53%	**	41%	45%	49%
		e	e	e	e						bd				a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	191	26	79	16	32	40	**	87	60	168	23	**	66	70	54
	27%	23%	22%	28%	32%	44%	**	32%	22%	29%	20%	**	41%	24%	22%
					ab	abcd		ce		ce			bc		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	70	14	36	4	6	12	**	25	31	57	13	**	10	31	29
	10%	13%	10%	7%	6%	13%	**	9%	11%	10%	11%	**	6%	11%	11%
		d				d								a	a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	28	5	16	2	2	3	**	10	11	24	4	**	6	11	10
	4%	4%	5%	3%	2%	4%	**	4%	4%	4%	4%	**	4%	4%	4%
VERY CERTAIN OUT OF CONTRACT	94	15	50	9	15	5	**	35	43	80	13	**	14	44	35
	13%	13%	14%	15%	15%	6%	**	13%	16%	14%	11%	**	8%	16%	14%
		e	e	e	e									a	a
SUMMARY															
IN CONTRACT	510	76	252	43	76	71	**	200	192	426	83	**	132	199	177
	73%	69%	71%	75%	76%	78%	**	74%	69%	72%	73%	**	81%	70%	70%
													bc		
OUT OF CONTRACT	122	20	66	11	17	9	**	45	54	104	17	**	20	56	46
	17%	18%	19%	18%	17%	10%	**	17%	19%	18%	15%	**	12%	19%	18%
		e	e	e	e									a	a

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
VERY CERTAIN IN CONTRACT	319	175	143	101	92	68	56	256	31	**	**	43	134	104	89	193
	45%	48%	43%	48%	46%	43%	43%	45%	45%	**	**	44%	45%	48%	47%	47%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	191	90	99	52	59	44	34	157	18	**	**	32	77	52	60	101
	27%	25%	30%	25%	29%	28%	26%	27%	26%	**	**	33%	26%	24%	31%	24%
			a									c			b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	70	35	35	18	18	16	18	55	11	**	**	11	28	20	16	39
	10%	10%	11%	8%	9%	10%	14%	10%	16%	**	**	11%	9%	9%	8%	10%
							ab		a							
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	28	15	13	10	8	5	5	26	*	**	**	4	12	7	5	19
	4%	4%	4%	5%	4%	3%	4%	5%	1%	**	**	4%	4%	3%	3%	5%
								b								
VERY CERTAIN OUT OF CONTRACT	94	52	42	28	25	25	16	77	9	**	**	8	43	34	21	61
	13%	14%	13%	13%	12%	16%	12%	13%	13%	**	**	8%	15%	16%	11%	15%
													a	a		
SUMMARY																
IN CONTRACT	510	265	241	153	150	112	90	414	49	**	**	75	211	156	149	294
	73%	72%	73%	73%	75%	71%	70%	72%	71%	**	**	77%	72%	72%	78%	71%
															b	

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
OUT OF CONTRACT	122	67	55	38	33	30	21	103	9	**	**	12	55	42	26	80
	17%	18%	17%	18%	16%	19%	16%	18%	13%	**	**	13%	19%	19%	14%	19%
													a	a		a

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

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

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

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

		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	1338	60	1029	192	897	656	433	118	82	973	290	1092	171	768	495	168
Effective Weighted Sample	1122	32	950	131	833	573	377	86	65	830	262	926	154	663	410	131
Total	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
TOTAL IN CONTRACT	432 62%	** **	339 61%	62 59%	302 62%	220 62%	144 60%	45 79% ab	** **	332 62%	72 62%	358 62%	46 65%	236 61%	168 63%	53 66%
VERY CERTAIN	319 45%	** **	267 48%	41 39%	243 50% a	170 48%	113 48%	39 69% ab	** **	245 46%	54 47%	266 46%	34 48%	170 44%	130 49% c	32 39%
NOT 'VERY CERTAIN'	113 16%	** **	72 13%	21 20% b	59 12%	50 14%	30 13%	6 10%	** **	87 16%	18 15%	92 16%	12 17%	66 17%	38 14%	21 26% ab
TOTAL OUT OF CONTRACT	148 21%	** **	124 22%	25 24%	105 22%	85 24%	45 19%	9 16%	** **	109 20%	28 24%	121 21%	16 23%	91 24% b	46 17%	17 22%
VERY CERTAIN	94 13%	** **	81 14%	15 14%	69 14%	57 16% b	27 11%	6 10%	** **	69 13%	17 15%	76 13%	10 14%	58 15% b	28 10%	10 12%
NOT 'VERY CERTAIN'	54 8%	** **	44 8%	10 9%	36 7%	28 8%	18 8%	3 6%	** **	40 7%	11 9%	45 8%	6 9%	33 9%	18 7%	8 10%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	76 11%	** **	62 11%	10 10%	55 11%	37 11% c	28 12% c	1 3%	** **	59 11%	11 10%	64 11%	7 10%	43 11%	28 10%	6 8%
NOT SURE IF EVER HAD A CONTRACT	47 7%	** **	30 5%	8 8%	27 5%	14 4%	21 9% ac	1 2%	** **	36 7%	5 4%	39 7% b	2 3%	17 4%	24 9% a	4 5%

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
TOTAL IN CONTRACT	432	**	370	57	334	225	166	54	42	132	300	167	265
	62%	**	62%	55%	62%	62%	61%	77%	81%	59%	63%	59%	63%
					a			ab	ab				
VERY CERTAIN	319	**	283	40	260	169	131	43	37	89	230	114	205
	45%	**	47%	39%	49%	46%	48%	62%	70%	40%	48%	40%	49%
					a			ab	ab		a		a
NOT 'VERY CERTAIN'	113	**	86	17	74	56	35	11	5	43	70	53	60
	16%	**	14%	17%	14%	15%	13%	15%	10%	19%	15%	19%	14%
										b		b	
TOTAL OUT OF CONTRACT	148	**	132	28	113	84	57	10	7	45	103	63	84
	21%	**	22%	27%	21%	23%	21%	14%	13%	20%	21%	22%	20%
						cd							
VERY CERTAIN	94	**	86	17	75	58	34	6	5	27	67	36	58
	13%	**	14%	16%	14%	16%	12%	9%	10%	12%	14%	13%	14%
						c							
NOT 'VERY CERTAIN'	54	**	47	11	38	26	23	4	2	18	36	27	27
	8%	**	8%	11%	7%	7%	8%	6%	3%	8%	7%	10%	6%
												b	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	76	**	66	10	60	40	30	4	2	21	55	25	50
	11%	**	11%	10%	11%	11%	11%	6%	4%	9%	12%	9%	12%
						d	d						
NOT SURE IF EVER HAD A CONTRACT	47	**	32	8	28	16	20	2	1	26	21	28	18
	7%	**	5%	8%	5%	4%	7%	2%	2%	11%	4%	10%	4%
							ac			b		b	

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1338	604	734	118	70	-	-	-	-	1338	-	1069	269
Effective Weighted Sample	1122	511	612	92	61	-	-	-	-	1122	-	907	217
Total	702	309	393	51	33	-	-	-	-	702	-	557	146
TOTAL IN CONTRACT	432	193	239	41	**	**	**	**	**	432	**	346	86
	62%	62%	61%	79%	**	**	**	**	**	62%	**	62%	59%
				ab									
VERY CERTAIN	319	138	181	27	**	**	**	**	**	319	**	249	70
	45%	45%	46%	53%	**	**	**	**	**	45%	**	45%	48%
NOT 'VERY CERTAIN'	113	55	58	13	**	**	**	**	**	113	**	97	16
	16%	18%	15%	26%	**	**	**	**	**	16%	**	17%	11%
				ab								b	
TOTAL OUT OF CONTRACT	148	66	82	6	**	**	**	**	**	148	**	120	28
	21%	21%	21%	12%	**	**	**	**	**	21%	**	22%	19%
		c	c										
VERY CERTAIN	94	49	44	4	**	**	**	**	**	94	**	74	20
	13%	16%	11%	7%	**	**	**	**	**	13%	**	13%	14%
		bc											
NOT 'VERY CERTAIN'	54	17	37	3	**	**	**	**	**	54	**	46	8
	8%	5%	10%	5%	**	**	**	**	**	8%	**	8%	6%
			a										
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	76	31	44	3	**	**	**	**	**	76	**	59	17
	11%	10%	11%	6%	**	**	**	**	**	11%	**	11%	12%
NOT SURE IF EVER HAD A CONTRACT	47	19	28	1	**	**	**	**	**	47	**	32	14
	7%	6%	7%	2%	**	**	**	**	**	7%	**	6%	10%
													a

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1338	243	563	142	270	142	93	520	492	1105	230	54	333	528	474
Effective Weighted Sample	1122	234	540	136	224	90	68	435	425	927	193	36	256	472	392
Total	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
TOTAL IN CONTRACT	432	66	218	35	65	56	**	168	165	361	71	**	111	168	152
	62%	60%	62%	60%	66%	61%	**	62%	60%	61%	62%	**	68%	59%	61%
													bc		
VERY CERTAIN	319	51	173	27	44	31	**	113	131	258	61	**	66	130	123
	45%	46%	49%	46%	44%	34%	**	42%	47%	44%	53%	**	41%	45%	49%
		e	e	e	e						bd				a
NOT 'VERY CERTAIN'	113	16	45	8	21	25	**	55	34	103	10	**	45	39	29
	16%	14%	13%	13%	21%	27%	**	20%	12%	17%	9%	**	28%	13%	12%
					abc	abc		ce		ce			bc		
TOTAL OUT OF CONTRACT	148	23	75	16	22	13	**	55	65	127	20	**	27	67	53
	21%	21%	21%	27%	22%	14%	**	20%	24%	22%	17%	**	17%	23%	21%
			e	e										a	
VERY CERTAIN	94	15	50	9	15	5	**	35	43	80	13	**	14	44	35
	13%	13%	14%	15%	15%	6%	**	13%	16%	14%	11%	**	8%	16%	14%
		e	e	e	e									a	a
NOT 'VERY CERTAIN'	54	8	26	7	6	7	**	20	22	47	7	**	14	23	18
	8%	7%	7%	12%	6%	8%	**	7%	8%	8%	6%	**	8%	8%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	76	12	43	6	9	8	**	30	26	61	15	**	16	33	27
	11%	10%	12%	10%	9%	9%	**	11%	9%	10%	13%	**	10%	11%	11%
NOT SURE IF EVER HAD A CONTRACT	47	10	17	2	3	15	**	17	20	38	8	**	9	18	20
	7%	9%	5%	4%	3%	16%	**	6%	7%	7%	7%	**	5%	6%	8%
		bd				abcd									

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
TOTAL IN CONTRACT	432	232	198	130	125	94	80	352	40	**	**	63	182	132	124	254
	62%	63%	60%	62%	62%	60%	62%	62%	59%	**	**	64%	62%	61%	65%	61%
VERY CERTAIN	319	175	143	101	92	68	56	256	31	**	**	43	134	104	89	193
	45%	48%	43%	48%	46%	43%	43%	45%	45%	**	**	44%	45%	48%	47%	47%
NOT 'VERY CERTAIN'	113	57	55	28	33	26	24	95	10	**	**	20	49	28	36	60
	16%	16%	17%	14%	17%	17%	19%	17%	14%	**	**	21%	17%	13%	19%	15%
												c				
TOTAL OUT OF CONTRACT	148	80	68	45	42	36	24	123	13	**	**	16	66	50	35	94
	21%	22%	20%	22%	21%	23%	19%	21%	18%	**	**	16%	23%	23%	18%	23%
VERY CERTAIN	94	52	42	28	25	25	16	77	9	**	**	8	43	34	21	61
	13%	14%	13%	13%	12%	16%	12%	13%	13%	**	**	8%	15%	16%	11%	15%
													a	a		
NOT 'VERY CERTAIN'	54	29	26	17	17	11	9	46	4	**	**	8	23	16	14	33
	8%	8%	8%	8%	9%	7%	7%	8%	6%	**	**	8%	8%	7%	7%	8%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	76	36	40	26	22	12	14	58	11	**	**	11	27	25	19	43
	11%	10%	12%	13%	11%	8%	11%	10%	16%	**	**	11%	9%	11%	10%	10%
				c												
NOT SURE IF EVER HAD A CONTRACT	47	19	27	8	12	15	10	39	5	**	**	8	18	11	12	23
	7%	5%	8%	4%	6%	10%	8%	7%	7%	**	**	9%	6%	5%	6%	5%
			a			a	a									

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		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	563	-	563	51	512	352	211	52	39	535	-	535	-	298	237	56
Effective Weighted Sample	540	-	540	48	492	338	202	48	38	517	-	517	-	287	229	54
Total	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
ALL SERVICES IN CONTRACT	231	**	231	**	209	148	83	**	**	221	**	221	**	124	98	**
	65%	**	65%	**	65%	67%	62%	**	**	66%	**	66%	**	66%	67%	**
ALL SERVICES OUT OF CONTRACT	55	**	55	**	50	33	23	**	**	52	**	52	**	31	21	**
	16%	**	16%	**	16%	15%	17%	**	**	16%	**	16%	**	17%	14%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	51	**	51	**	50	27	24	**	**	45	**	45	**	23	22	**
	14%	**	14%	**	15%	12%	18%	**	**	14%	**	14%	**	12%	15%	**
							a									
MIX OF SERVICES IN & OUT OF CONTRACT	16	**	16	**	13	12	3	**	**	15	**	15	**	9	5	**
	4%	**	4%	**	4%	6%	2%	**	**	4%	**	4%	**	5%	4%	**

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	563	-	563	41	522	318	245	57	41	-	563	50	513
Effective Weighted Sample	540	-	540	39	502	306	235	52	39	-	540	47	494
Total	353	-	353	25	328	199	154	33	25	-	353	32	321
ALL SERVICES IN CONTRACT	231	**	231	**	214	138	94	**	**	**	231	**	210
	65%	**	65%	**	65%	69%	61%	**	**	**	65%	**	65%
						b							
ALL SERVICES OUT OF CONTRACT	55	**	55	**	50	30	26	**	**	**	55	**	49
	16%	**	16%	**	15%	15%	17%	**	**	**	16%	**	15%
ANY SERVICES UNSURE OF CONTRACT STATUS	51	**	51	**	50	22	29	**	**	**	51	**	48
	14%	**	14%	**	15%	11%	19%	**	**	**	14%	**	15%
							a						
MIX OF SERVICES IN & OUT OF CONTRACT	16	**	16	**	13	10	6	**	**	**	16	**	14
	4%	**	4%	**	4%	5%	4%	**	**	**	4%	**	4%

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	563	273	290	40	27	-	-	-	-	563	-	434	129
Effective Weighted Sample	540	261	279	35	25	-	-	-	-	540	-	416	124
Total	353	169	185	22	16	-	-	-	-	353	-	274	80
ALL SERVICES IN CONTRACT	231	114	118	**	**	**	**	**	**	231	**	182	49
	65%	67%	64%	**	**	**	**	**	**	65%	**	67%	62%
ALL SERVICES OUT OF CONTRACT	55	28	27	**	**	**	**	**	**	55	**	41	14
	16%	17%	15%	**	**	**	**	**	**	16%	**	15%	17%
ANY SERVICES UNSURE OF CONTRACT STATUS	51	20	31	**	**	**	**	**	**	51	**	37	15
	14%	12%	17%	**	**	**	**	**	**	14%	**	13%	18%
MIX OF SERVICES IN & OUT OF CONTRACT	16	7	8	**	**	**	**	**	**	16	**	14	2
	4%	4%	5%	**	**	**	**	**	**	4%	**	5%	3%

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	563	-	563	-	-	-	18	207	234	459	103	19	101	246	215
Effective Weighted Sample	540	-	540	-	-	-	15	197	229	440	101	19	93	238	209
Total	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
ALL SERVICES IN CONTRACT	231	**	231	**	**	**	**	87	96	191	40	**	47	97	86
	65%	**	65%	**	**	**	**	66%	62%	65%	70%	**	79%	61%	65%
													bc		
ALL SERVICES OUT OF CONTRACT	55	**	55	**	**	**	**	22	25	47	8	**	6	27	21
	16%	**	16%	**	**	**	**	16%	16%	16%	14%	**	11%	17%	16%
ANY SERVICES UNSURE OF CONTRACT STATUS	51	**	51	**	**	**	**	17	25	42	9	**	5	25	22
	14%	**	14%	**	**	**	**	13%	16%	14%	15%	**	8%	15%	16%
															a
MIX OF SERVICES IN & OUT OF CONTRACT	16	**	16	**	**	**	**	6	8	15	1	**	2	10	4
	4%	**	4%	**	**	**	**	5%	5%	5%	2%	**	3%	6%	3%

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	563	276	287	161	152	122	121	457	55	34	17	78	248	173	155	342
Effective Weighted Sample	540	263	278	156	148	114	117	440	52	32	16	75	237	167	149	330
Total	353	176	177	106	101	74	69	286	36	21	11	49	152	113	93	219
ALL SERVICES IN CONTRACT	231	119	113	74	67	42	45	186	**	**	**	**	102	72	65	140
	65%	67%	63%	70%	67%	58%	65%	65%	**	**	**	**	67%	64%	69%	64%
				c												
ALL SERVICES OUT OF CONTRACT	55	28	27	17	14	14	11	47	**	**	**	**	22	21	10	38
	16%	16%	15%	16%	14%	18%	16%	16%	**	**	**	**	14%	19%	11%	18%
ANY SERVICES UNSURE OF CONTRACT STATUS	51	22	29	9	15	15	11	39	**	**	**	**	19	15	14	30
	14%	13%	16%	8%	15%	20%	16%	14%	**	**	**	**	13%	13%	15%	14%
						a										
MIX OF SERVICES IN & OUT OF CONTRACT	16	7	9	6	4	3	2	14	**	**	**	**	10	5	4	11
	4%	4%	5%	6%	4%	4%	3%	5%	**	**	**	**	7%	4%	4%	5%

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		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	885	-	885	111	774	528	357	126	98	803	22	820	5	513	312	98
Effective Weighted Sample	833	-	833	105	729	496	337	113	92	759	22	775	5	486	294	92
Total	339	-	339	43	295	201	138	44	37	303	10	311	2	196	117	36
BOTH SERVICES IN CONTRACT	266	**	266	31	235	162	103	43	**	237	**	243	**	155	91	**
	78%	**	78%	70%	80%	81%	75%	97%	**	78%	**	78%	**	79%	77%	**
					a	b		ab								
BOTH SERVICES OUT OF CONTRACT	39	**	39	4	35	23	15	*	**	35	**	35	**	23	12	**
	11%	**	11%	9%	12%	12%	11%	1%	**	12%	**	11%	**	12%	11%	**
						c	c									
ANY SERVICES UNSURE OF CONTRACT STATUS	28	**	28	6	22	12	16	*	**	25	**	26	**	14	12	**
	8%	**	8%	13%	8%	6%	11%	*%	**	8%	**	8%	**	7%	10%	**
						c	ac									
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	6	4	3	3	3	1	**	6	**	6	**	4	3	**
	2%	**	2%	8%	1%	2%	2%	1%	**	2%	**	2%	**	2%	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.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	885	-	885	111	774	530	355	137	109	221	22	238	5
Effective Weighted Sample	833	-	833	105	729	498	336	122	102	212	22	229	5
Total	339	-	339	43	295	202	136	49	41	100	10	108	2
BOTH SERVICES IN CONTRACT	266	**	266	31	235	167	99	47	41	75	**	81	**
	78%	**	78%	70%	80%	82%	73%	97%	99%	75%	**	75%	**
					a	b		ab	ab				
BOTH SERVICES OUT OF CONTRACT	39	**	39	4	35	22	17	*	*	13	**	14	**
	11%	**	11%	9%	12%	11%	12%	1%	1%	13%	**	13%	**
						cd	cd						
ANY SERVICES UNSURE OF CONTRACT STATUS	28	**	28	6	22	10	18	*	*	9	**	9	**
	8%	**	8%	13%	8%	5%	13%	1%	*%	9%	**	9%	**
						cd	acd						
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	6	4	3	3	3	1	-	4	**	4	**
	2%	**	2%	8%	1%	2%	2%	1%	-%	4%	**	4%	**
				b									

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	885	82	161	16	12	129	270	20	16	243	399	595	290
Effective Weighted Sample	833	78	156	14	12	125	264	18	15	234	388	562	274
Total	339	37	73	6	5	50	105	7	6	110	155	236	102
BOTH SERVICES IN CONTRACT	266	**	54	**	**	40	87	**	**	83	126	185	80
	78%	**	74%	**	**	79%	83%	**	**	75%	82%	79%	78%
BOTH SERVICES OUT OF CONTRACT	39	**	10	**	**	7	10	**	**	14	17	29	10
	11%	**	13%	**	**	14%	10%	**	**	12%	11%	12%	9%
ANY SERVICES UNSURE OF CONTRACT STATUS	28	**	6	**	**	3	6	**	**	10	9	17	11
	8%	**	9%	**	**	6%	6%	**	**	9%	6%	7%	11%
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	3	**	**	1	1	**	**	4	2	5	1
	2%	**	4%	**	**	2%	1%	**	**	4%	1%	2%	1%

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	885	885	-	-	22	-	26	271	364	661	223	67	138	338	408
Effective Weighted Sample	833	833	-	-	22	-	24	252	347	623	214	64	125	320	389
Total	339	339	-	-	10	-	9	106	147	262	76	23	52	136	150
BOTH SERVICES IN CONTRACT	266	266	**	**	**	**	**	84	113	204	61	**	44	105	116
	78%	78%	**	**	**	**	**	80%	76%	78%	80%	**	84%	78%	77%
BOTH SERVICES OUT OF CONTRACT	39	39	**	**	**	**	**	10	21	32	7	**	4	16	18
	11%	11%	**	**	**	**	**	10%	14%	12%	9%	**	8%	12%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	28	28	**	**	**	**	**	8	12	21	7	**	2	12	14
	8%	8%	**	**	**	**	**	8%	8%	8%	10%	**	4%	9%	9%
MIX OF SERVICES IN & OUT OF CONTRACT	6	6	**	**	**	**	**	3	2	5	1	**	2	2	3
	2%	2%	**	**	**	**	**	3%	2%	2%	2%	**	3%	2%	2%

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	484	397	281	254	143	197	721	95	45	24	126	357	256	237	527
Effective Weighted Sample	833	458	373	270	241	134	183	679	90	42	23	116	334	245	222	499
Total	339	191	146	114	102	55	65	275	36	18	10	46	134	104	87	206
BOTH SERVICES IN CONTRACT	266	150	115	88	78	42	54	216	**	**	**	36	108	80	72	159
	78%	78%	79%	77%	77%	78%	84%	79%	**	**	**	77%	80%	77%	83%	77%
BOTH SERVICES OUT OF CONTRACT	39	25	13	16	12	6	4	31	**	**	**	6	14	14	7	27
	11%	13%	9%	14%	12%	12%	6%	11%	**	**	**	13%	10%	13%	8%	13%
				d	d											a
ANY SERVICES UNSURE OF CONTRACT STATUS	28	12	16	9	9	4	6	21	**	**	**	3	10	8	7	16
	8%	6%	11%	7%	9%	8%	9%	8%	**	**	**	7%	7%	8%	8%	8%
			a													
MIX OF SERVICES IN & OUT OF CONTRACT	6	5	2	2	2	1	1	6	**	**	**	1	3	2	2	4
	2%	2%	1%	2%	2%	3%	1%	2%	**	**	**	2%	2%	2%	2%	2%

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

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

Q6E. STREAMING 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	2324	127	1282	301	1108	903	506	207	134	1762	365	1918	209	1393	734	374
Effective Weighted Sample	1796	71	1153	194	998	725	432	140	108	1388	324	1509	186	1090	593	281
Total	1099	78	609	156	531	435	252	91	64	860	137	914	82	653	343	179
Netflix	887	60	491	121	430	345	207	73	51	695	111	740	67	512	295	133
	81%	77%	81%	77%	81%	79%	82%	80%	80%	81%	81%	81%	81%	78%	86%	74%
															ac	
Amazon Prime Video	654	42	390	86	346	273	159	53	37	512	89	547	54	390	211	98
	60%	54%	64%	55%	65%	63%	63%	58%	59%	60%	65%	60%	65%	60%	61%	55%
			a		a										c	
Disney+	332	28	169	49	148	129	68	30	22	257	35	273	19	188	104	53
	30%	36%	28%	31%	28%	30%	27%	33%	35%	30%	26%	30%	24%	29%	30%	30%
		b														
NOW TV/ NOW Broadband	180	21	97	36	83	81	37	24	14	143	18	149	12	110	52	33
	16%	27%	16%	23%	16%	19%	15%	27%	22%	17%	13%	16%	14%	17%	15%	19%
		b		b				ab	b							
Apple TV+	75	6	34	12	27	25	14	8	4	60	9	64	5	46	23	13
	7%	7%	6%	8%	5%	6%	5%	9%	6%	7%	7%	7%	7%	7%	7%	7%
YouTube Premium	65	10	29	16	23	27	11	6	3	54	6	56	4	41	19	18
	6%	13%	5%	10%	4%	6%	5%	7%	4%	6%	5%	6%	5%	6%	6%	10%
		b		b												ab
ITV Hub+	45	6	23	10	19	20	9	7	4	33	5	34	4	28	10	13
	4%	8%	4%	6%	4%	5%	4%	7%	7%	4%	4%	4%	4%	4%	3%	7%
		b		b				b								ab
Britbox	37	1	19	3	18	14	6	3	2	29	4	31	3	23	11	6
	3%	2%	3%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Hayu	37	10	11	12	9	15	6	5	1	29	2	30	1	22	8	7
	3%	13%	2%	8%	2%	3%	2%	6%	2%	3%	2%	3%	1%	3%	2%	4%
		b		b				b								
All4+ (premium service with no adverts)	34	4	20	8	16	18	6	5	3	26	4	27	3	24	6	12
	3%	5%	3%	5%	3%	4%	2%	6%	5%	3%	3%	3%	3%	4%	2%	7%
								b						b		ab
Eurosport Player	16	2	9	4	7	8	3	2	1	12	4	13	3	12	4	3
	1%	3%	1%	3%	1%	2%	1%	2%	2%	1%	3%	1%	3%	2%	1%	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.

Q6E. STREAMING 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	2324	127	1282	301	1108	903	506	207	134	1762	365	1918	209	1393	734	374
Effective Weighted Sample	1796	71	1153	194	998	725	432	140	108	1388	324	1509	186	1090	593	281
Total	1099	78	609	156	531	435	252	91	64	860	137	914	82	653	343	179
Eleven Sports	10	3	2	3	2	3	1	1	-	6	1	6	*	6	1	1
	1%	4%	*%	2%	*%	1%	1%	1%	-%	1%	*%	1%	*%	1%	*%	1%
		b		b												
Other	25	1	15	3	12	9	7	2	1	18	6	21	3	19	5	5
	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	5%	2%	4%	3%	1%	3%
											a			b		

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

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

Q6E. STREAMING 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2324	402	1454	613	1243	1139	717	299	195	365	704	463	606
Effective Weighted Sample	1796	328	1291	511	1110	989	625	246	170	278	631	361	547
Total	1099	145	664	230	578	492	317	117	83	183	374	231	326
Netflix	887	125	540	193	472	401	264	98	66	158	313	197	274
	81%	86%	81%	84%	82%	82%	83%	84%	80%	86%	84%	85%	84%
		b											
Amazon Prime Video	654	88	421	138	371	313	195	71	53	117	239	146	210
	60%	60%	63%	60%	64%	64%	62%	61%	64%	64%	64%	63%	64%
Disney+	332	53	188	78	164	154	87	41	28	64	114	78	101
	30%	37%	28%	34%	28%	31%	27%	35%	34%	35%	31%	34%	31%
		b		b				b					
NOW TV/ NOW Broadband	180	29	104	43	91	88	45	24	15	42	53	47	47
	16%	20%	16%	18%	16%	18%	14%	21%	18%	23%	14%	21%	14%
		b				b		b		b		b	
Apple TV+	75	15	37	22	30	34	18	7	3	19	22	23	19
	7%	10%	6%	9%	5%	7%	6%	6%	4%	11%	6%	10%	6%
		b		b						b		b	
YouTube Premium	65	10	31	17	24	31	10	9	5	13	21	18	17
	6%	7%	5%	7%	4%	6%	3%	7%	6%	7%	6%	8%	5%
		b		b		b		b					
ITV Hub+	45	7	25	11	21	21	11	7	4	12	17	15	14
	4%	5%	4%	5%	4%	4%	3%	6%	5%	6%	5%	6%	4%
								b					
Britbox	37	8	19	9	17	19	8	3	2	4	11	5	10
	3%	5%	3%	4%	3%	4%	2%	3%	2%	2%	3%	2%	3%
		b											
Hayu	37	5	12	8	10	10	7	4	2	9	8	9	7
	3%	4%	2%	3%	2%	2%	2%	3%	3%	5%	2%	4%	2%
		b		b						b			
All4+ (premium service with no adverts)	34	2	21	7	16	16	7	7	3	8	15	12	11
	3%	2%	3%	3%	3%	3%	2%	6%	4%	4%	4%	5%	3%
								ab					
Eurosport Player	16	2	11	5	8	9	4	4	2	4	8	7	4
	1%	1%	2%	2%	1%	2%	1%	3%	3%	2%	2%	3%	1%
								b					

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

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

Q6E. STREAMING 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2324	402	1454	613	1243	1139	717	299	195	365	704	463	606
Effective Weighted Sample	1796	328	1291	511	1110	989	625	246	170	278	631	361	547
Total	1099	145	664	230	578	492	317	117	83	183	374	231	326
Eleven Sports	10	2	2	3	2	3	1	2	1	1	2	2	1
	1%	2%	*%	1%	*%	1%	*%	2%	1%	*%	1%	1%	*%
		b		b				b					
Other	25	3	16	5	14	12	7	3	1	3	6	5	4
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2324	491	578	106	60	176	291	32	26	1069	467	2324	-
Effective Weighted Sample	1796	409	498	81	52	153	256	23	19	907	410	1796	-
Total	1099	249	307	46	28	70	117	13	11	557	186	1099	-
Netflix	887	208	263	40	**	56	87	**	**	471	143	887	**
	81%	83%	86%	87%	**	80%	75%	**	**	85%	77%	81%	**
										b			
Amazon Prime Video	654	156	200	28	**	44	71	**	**	356	114	654	**
	60%	63%	65%	60%	**	63%	61%	**	**	64%	61%	60%	**
Disney+	332	78	101	21	**	16	23	**	**	179	39	332	**
	30%	31%	33%	45%	**	23%	20%	**	**	32%	21%	30%	**
				ab						b			
NOW TV/ NOW Broadband	180	54	40	14	**	13	19	**	**	95	32	180	**
	16%	22%	13%	30%	**	18%	17%	**	**	17%	17%	16%	**
		b		b									
Apple TV+	75	22	20	6	**	2	5	**	**	42	7	75	**
	7%	9%	7%	13%	**	3%	4%	**	**	7%	4%	7%	**
				b						b			
YouTube Premium	65	21	13	5	**	4	2	**	**	34	6	65	**
	6%	8%	4%	11%	**	6%	2%	**	**	6%	3%	6%	**
		b		b		b				b			
ITV Hub+	45	16	14	5	**	1	3	**	**	29	4	45	**
	4%	6%	4%	11%	**	2%	2%	**	**	5%	2%	4%	**
				b						b			
Britbox	37	9	6	1	**	3	5	**	**	15	8	37	**
	3%	4%	2%	3%	**	4%	4%	**	**	3%	4%	3%	**
Hayu	37	10	7	1	**	2	1	**	**	17	3	37	**
	3%	4%	2%	2%	**	2%	1%	**	**	3%	1%	3%	**
All4+ (premium service with no adverts)	34	14	9	3	**	1	1	**	**	23	2	34	**
	3%	6%	3%	7%	**	1%	1%	**	**	4%	1%	3%	**
		b		b						b			
Eurosport Player	16	8	4	3	**	1	-	**	**	11	1	16	**
	1%	3%	1%	6%	**	2%	-%	**	**	2%	1%	1%	**
		b		b		b				b			

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2324	491	578	106	60	176	291	32	26	1069	467	2324	-
Effective Weighted Sample	1796	409	498	81	52	153	256	23	19	907	410	1796	-
Total	1099	249	307	46	28	70	117	13	11	557	186	1099	-
Eleven Sports	10	2	1	-	**	*	-	**	**	3	*	10	**
	1%	1%	*%	-%	**	1%	-%	**	**	1%	*%	1%	**
Other	25	4	5	-	**	4	4	**	**	9	7	25	**
	2%	2%	2%	-%	**	5%	3%	**	**	2%	4%	2%	**
											a		

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2324	595	434	98	376	840	367	1045	682	2094	226	46	921	875	524
Effective Weighted Sample	1796	562	416	94	323	555	249	786	566	1599	210	43	639	716	449
Total	1099	236	274	41	132	425	166	495	342	1003	94	18	422	434	241
Netflix	887	184	228	**	111	338	140	414	269	823	62	**	363	345	176
	81%	78%	83%	**	84%	79%	85%	84%	79%	82%	66%	**	86%	80%	73%
			a		a		ce	ce	e	ce			bc	c	
Amazon Prime Video	654	149	175	**	85	226	84	297	214	594	59	**	231	269	153
	60%	63%	64%	**	64%	53%	50%	60%	63%	59%	63%	**	55%	62%	64%
		e	e		e			a	a	a	a			a	a
Disney+	332	61	85	**	38	141	65	193	68	326	6	**	175	137	20
	30%	26%	31%	**	29%	33%	39%	39%	20%	32%	7%	**	41%	32%	8%
						a	cde	cde	e	ce			bc	c	
NOW TV/ NOW Broadband	180	45	38	**	18	74	23	99	49	170	9	**	81	73	25
	16%	19%	14%	**	14%	18%	14%	20%	14%	17%	9%	**	19%	17%	10%
		bd						acde		e			c	c	
Apple TV+	75	14	13	**	9	36	16	41	16	73	1	**	36	32	6
	7%	6%	5%	**	7%	8%	10%	8%	5%	7%	1%	**	9%	7%	3%
						b	ce	ce	e	ce			c	c	
YouTube Premium	65	9	14	**	7	33	17	39	9	65	1	**	45	17	3
	6%	4%	5%	**	5%	8%	10%	8%	2%	6%	1%	**	11%	4%	1%
						a	cde	ce		ce			bc	c	
ITV Hub+	45	8	12	**	6	19	11	28	5	44	1	**	31	12	2
	4%	3%	4%	**	5%	4%	6%	6%	2%	4%	1%	**	7%	3%	1%
							ce	ce		ce			bc	c	
Britbox	37	7	7	**	4	17	5	19	8	32	4	**	16	13	8
	3%	3%	3%	**	3%	4%	3%	4%	2%	3%	5%	**	4%	3%	3%
Hayu	37	4	5	**	3	24	10	22	4	37	*	**	23	13	1
	3%	2%	2%	**	2%	6%	6%	4%	1%	4%	*%	**	6%	3%	*%
						abd	cde	ce		ce			bc	c	
All4+ (premium service with no adverts)	34	6	10	**	4	12	6	26	1	33	*	**	28	6	*
	3%	2%	4%	**	3%	3%	4%	5%	*%	3%	*%	**	7%	1%	*%
							ce	cde		ce			bc	c	
Eurosport Player	16	2	4	**	5	5	3	9	3	16	1	**	10	5	1
	1%	1%	1%	**	4%	1%	2%	2%	1%	2%	1%	**	2%	1%	1%
					abe								c		

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2324	595	434	98	376	840	367	1045	682	2094	226	46	921	875	524
Effective Weighted Sample	1796	562	416	94	323	555	249	786	566	1599	210	43	639	716	449
Total	1099	236	274	41	132	425	166	495	342	1003	94	18	422	434	241
Eleven Sports	10	1	1	**	1	7	5	4	*	10	-	**	8	2	*
	1%	*%	*%	**	1%	2%	3%	1%	*%	1%	-%	**	2%	*%	*%
						ab	bcde	c		c			bc		
Other	25	8	3	**	5	9	3	12	7	21	4	**	8	10	7
	2%	3%	1%	**	4%	2%	2%	2%	2%	2%	4%	**	2%	2%	3%
		b			b						d				

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2324	1154	1151	676	687	487	453	1953	194	121	56	413	864	670	723	1243
Effective Weighted Sample	1796	880	904	552	501	375	354	1499	154	95	48	316	656	539	548	985
Total	1099	560	531	332	322	234	201	922	91	59	27	201	408	315	329	599
Netflix	887	441	439	270	261	192	155	741	73	50	**	156	327	264	269	486
	81%	79%	83%	81%	81%	82%	77%	80%	81%	85%	**	77%	80%	84%	82%	81%
			a											a		
Amazon Prime Video	654	349	301	221	199	127	102	541	62	36	**	102	249	217	183	377
	60%	62%	57%	67%	62%	54%	51%	59%	68%	61%	**	50%	61%	69%	55%	63%
		b		cd	cd				a				a	ab		a
Disney+	332	151	179	97	99	77	56	271	30	19	**	70	117	100	111	173
	30%	27%	34%	29%	31%	33%	28%	29%	33%	32%	**	35%	29%	32%	34%	29%
			a									b			b	
NOW TV/ NOW Broadband	180	94	84	50	56	40	33	148	16	12	**	37	72	51	63	97
	16%	17%	16%	15%	17%	17%	16%	16%	17%	20%	**	18%	18%	16%	19%	16%
Apple TV+	75	45	29	26	18	18	11	62	7	2	**	11	27	25	24	38
	7%	8%	5%	8%	6%	8%	6%	7%	8%	3%	**	5%	7%	8%	7%	6%
		b														
YouTube Premium	65	42	23	20	16	17	11	56	5	1	**	14	25	16	27	28
	6%	7%	4%	6%	5%	7%	5%	6%	5%	2%	**	7%	6%	5%	8%	5%
		b													b	
ITV Hub+	45	23	22	12	11	13	6	40	2	2	**	8	20	11	19	15
	4%	4%	4%	4%	3%	6%	3%	4%	2%	3%	**	4%	5%	3%	6%	3%
															b	
Britbox	37	22	14	13	10	9	5	29	4	3	**	6	13	12	11	20
	3%	4%	3%	4%	3%	4%	3%	3%	4%	5%	**	3%	3%	4%	3%	3%
Hayu	37	20	17	12	14	6	5	29	2	6	**	9	16	10	13	16
	3%	4%	3%	4%	4%	3%	2%	3%	2%	10%	**	5%	4%	3%	4%	3%
										ab						
All4+ (premium service with no adverts)	34	18	15	7	10	9	6	30	2	2	**	7	16	6	12	14
	3%	3%	3%	2%	3%	4%	3%	3%	2%	3%	**	3%	4%	2%	4%	2%
													c		b	
Eurosport Player	16	10	6	8	4	4	1	15	2	-	**	2	8	4	7	6
	1%	2%	1%	2%	1%	2%	1%	2%	2%	-%	**	1%	2%	1%	2%	1%
				d												

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2324	1154	1151	676	687	487	453	1953	194	121	56	413	864	670	723	1243
Effective Weighted Sample	1796	880	904	552	501	375	354	1499	154	95	48	316	656	539	548	985
Total	1099	560	531	332	322	234	201	922	91	59	27	201	408	315	329	599
Eleven Sports	10	6	4	3	2	5	*	9	-	1	**	3	5	*	6	3
	1%	1%	1%	1%	1%	2%	*%	1%	-%	2%	**	2%	1%	*%	2%	*%
						bd						c	c		b	
Other	25	15	10	7	8	4	6	23	2	-	**	4	7	7	6	14
	2%	3%	2%	2%	3%	2%	3%	2%	2%	-%	**	2%	2%	2%	2%	2%

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

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

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Fixed Broadband	884	14	815	114	715	506	323	85	69	669	164	735	98	510	323	99
	59%	10%	97%	45%	98%	85%	82%	76%	84%	58%	87%	59%	91%	61%	63%	45%
			a		a	c	c				a		a	c	c	
Landline	827	-	827	104	722	509	317	85	69	638	141	692	88	479	300	91
	55%	-%	99%	41%	99%	86%	81%	77%	83%	55%	75%	56%	81%	57%	59%	41%
			a		a	bc					a		a	c	c	
Pay TV service	474	10	426	51	385	266	170	35	27	369	79	398	49	266	182	54
	32%	7%	51%	20%	53%	45%	43%	32%	33%	32%	42%	32%	46%	32%	35%	24%
			a		a	cd	cd				a		a	c	c	
Mobile Phone	188	8	152	39	121	100	59	13	10	-	188	80	108	138	50	32
	13%	5%	18%	15%	17%	17%	15%	12%	12%	-%	100%	6%	100%	17%	10%	14%
			a			c					a		a	b		b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
	24%	-%	42%	13%	44%	37%	34%	27%	29%	29%	-%	27%	-%	22%	28%	16%
			a		a	cd	c			b		b		c	ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	-	328	42	286	195	133	44	36	303	-	303	-	186	117	33
	22%	-%	39%	17%	39%	33%	34%	39%	44%	26%	-%	24%	-%	22%	23%	15%
			a		a				ab	b		b		c	c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	58	6	52	33	25	3	2	-	58	17	41	43	16	9
	4%	-%	7%	2%	7%	6%	6%	3%	3%	-%	31%	1%	38%	5%	3%	4%
			a		a		cd				a		a	b		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	74	19	55	52	22	6	6	-	74	33	42	56	19	12
	5%	-%	9%	8%	8%	9%	6%	6%	7%	-%	40%	3%	39%	7%	4%	5%
			a			b					a		a	b		
FIXED BROADBAND AND PAY TV	38	8	-	8	-	2	6	*	-	33	-	33	-	18	16	5
	3%	5%	-%	3%	-%	*%	1%	*%	-%	3%	-%	3%	-%	2%	3%	2%
		b		b			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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
MOBILE PHONE AND FIXED BROADBAND	26	5	1	6	-	2	3	1	1	-	26	14	12	16	10	4
	2%	4%	*%	2%	-%	*%	1%	1%	1%	-%	14%	1%	11%	2%	2%	2%
		b		b							a		a			
MOBILE PHONE AND PAY TV	15	1	10	3	9	6	5	1	1	-	15	10	5	13	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	8%	1%	5%	2%	1%	2%
											a		a	b		
LANDLINE AND MOBILE PHONE	8	-	8	4	5	6	3	1	1	-	8	4	5	6	2	2
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	5%	*%	4%	1%	*%	1%
											a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	1	-	1	-	1	*	*	*	-	5	2	3	5	1	1
	*%	1%	-%	*%	-%	*%	*%	*%	*%	-%	3%	*%	3%	1%	*%	1%
		b		b							a		a			
LANDLINE AND PAY TV	4	-	4	1	3	3	1	1	-	2	-	2	-	1	1	*
	*%	-%	*%	1%	*%	1%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
NONE	589	132	-	132	-	71	60	23	12	487	-	487	-	304	184	115
	39%	89%	-%	52%	-%	12%	15%	21%	15%	42%	-%	39%	-%	36%	36%	53%
		b		b			a	ab		b		b				ab

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

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

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Fixed Broadband	884	-	884	112	772	516	367	103	81	131	455	178	409
	59%	-%	98%	38%	99%	81%	85%	74%	79%	58%	95%	63%	98%
			a		a	c	acd				a		a
Landline	827	3	818	96	725	480	341	91	75	126	419	169	376
	55%	2%	91%	33%	93%	75%	79%	65%	73%	56%	88%	60%	90%
			a		a	c	acd				a		a
Pay TV service	474	4	465	42	427	260	208	45	34	-	474	58	416
	32%	2%	52%	14%	54%	41%	48%	32%	33%	-%	99%	20%	99%
			a		a	cd	acd				a		a
Mobile Phone	188	4	178	46	135	111	70	20	15	33	83	54	62
	13%	2%	20%	16%	17%	17%	16%	14%	15%	15%	17%	19%	15%
			a									b	
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	25	328	199	154	33	25	-	353	32	321
	24%	-%	39%	9%	42%	31%	35%	24%	25%	-%	74%	11%	77%
			a		a	cd	acd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	-	328	42	286	196	132	47	40	100	-	100	-
	22%	-%	37%	14%	37%	31%	30%	34%	39%	45%	-%	35%	-%
			a		a				ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	58	6	52	27	31	3	3	-	58	8	50
	4%	-%	6%	2%	7%	4%	7%	2%	3%	-%	12%	3%	12%
			a		a		acd				a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	74	19	56	53	22	6	5	24	-	24	-
	5%	-%	8%	6%	7%	8%	5%	4%	5%	11%	-%	8%	-%
			a			bc				b		b	

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

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

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

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
FIXED BROADBAND AND PAY TV	38	-	38	4	34	21	17	5	3	-	38	4	34
	3%	-%	4%	2%	4%	3%	4%	3%	3%	-%	8%	2%	8%
			a		a						a		a
MOBILE PHONE AND FIXED BROADBAND	26	-	26	14	12	17	9	7	4	7	1	7	-
	2%	-%	3%	5%	2%	3%	2%	5%	4%	3%	*%	2%	-%
			a	b				ab		b		b	
MOBILE PHONE AND PAY TV	15	2	10	4	9	8	4	2	2	-	15	10	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	3%	4%	1%
											a	b	
LANDLINE AND MOBILE PHONE	8	1	4	3	3	3	2	1	1	2	4	3	3
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	5	1	4	3	2	1	1	-	5	1	4
	*%	-%	1%	*%	1%	*%	1%	1%	1%	-%	1%	*%	1%
											a		
LANDLINE AND PAY TV	4	2	-	2	-	2	-	1	*	-	4	1	3
	*%	1%	-%	1%	-%	*%	-%	1%	*%	-%	1%	1%	1%
		b		b				b	b				
NONE	589	172	-	172	-	111	61	34	19	91	-	91	-
	39%	97%	-%	59%	-%	17%	14%	24%	19%	41%	-%	32%	-%
		b		b		b		ab		b		b	

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Fixed Broadband	884	259	327	39	**	68	129	**	**	586	196	652	232
	59%	84%	83%	75%	**	71%	59%	**	**	83%	63%	59%	58%
		c	c			b				b			
Landline	827	245	300	34	**	64	124	**	**	545	188	599	227
	55%	79%	76%	66%	**	67%	57%	**	**	78%	60%	55%	57%
		c	c			b				b			
Pay TV service	474	222	252	30	**	-	-	**	**	474	-	370	104
	32%	72%	64%	59%	**	-%	-%	**	**	68%	-%	34%	26%
		bc								b		b	
Mobile Phone	188	54	61	10	**	18	24	**	**	116	42	137	51
	13%	18%	16%	20%	**	19%	11%	**	**	16%	14%	12%	13%
						b							
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	169	185	22	**	-	-	**	**	353	-	274	80
	24%	55%	47%	42%	**	-%	-%	**	**	50%	-%	25%	20%
		bc								b		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	32	68	5	**	50	105	**	**	100	155	227	101
	22%	10%	17%	11%	**	53%	48%	**	**	14%	50%	21%	25%
			a								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	26	32	3	**	-	-	**	**	58	-	41	17
	4%	8%	8%	6%	**	-%	-%	**	**	8%	-%	4%	4%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	11	13	2	**	13	19	**	**	24	32	49	25
	5%	4%	3%	4%	**	14%	9%	**	**	3%	10%	4%	6%
						b					a		a
FIXED BROADBAND AND PAY TV	38	15	24	3	**	-	-	**	**	38	-	34	4
	3%	5%	6%	5%	**	-%	-%	**	**	5%	-%	3%	1%
										b		b	

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
MOBILE PHONE AND FIXED BROADBAND	26	3	4	2	**	5	5	**	**	7	10	21	5
	2%	1%	1%	5%	**	5%	2%	**	**	1%	3%	2%	1%
				ab							a		
MOBILE PHONE AND PAY TV	15	8	8	1	**	-	-	**	**	15	-	14	1
	1%	2%	2%	2%	**	-%	-%	**	**	2%	-%	1%	*%
										b		b	
LANDLINE AND MOBILE PHONE	8	4	2	1	**	*	*	**	**	6	1	6	2
	1%	1%	1%	1%	**	*%	*%	**	**	1%	*%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	3	1	**	-	-	**	**	5	-	5	*
	*%	1%	1%	2%	**	-%	-%	**	**	1%	-%	*%	*%
										b			
LANDLINE AND PAY TV	4	3	1	*	**	-	-	**	**	4	-	2	2
	*%	1%	*%	1%	**	-%	-%	**	**	1%	-%	*%	*%
		b								b			
NONE	589	36	55	11	**	27	88	**	**	91	115	425	163
	39%	12%	14%	21%	**	28%	40%	**	**	13%	37%	39%	41%
				a			a				a		

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Fixed Broadband	884	328	353	58	144	-	32	307	368	708	174	44	160	362	360
	59%	97%	100%	100%	84%	-%	18%	54%	75%	57%	68%	53%	35%	67%	73%
		de	ade	ade	e			a	abdef	a	abdf	a		a	ab
Landline	827	328	353	58	87	-	23	277	354	653	171	44	135	339	351
	55%	97%	100%	100%	51%	-%	13%	49%	72%	53%	67%	53%	29%	63%	71%
		de	ade	ade	e			a	abdef	ab	abdf	a		a	ab
Pay TV service	474	10	353	58	63	-	16	183	196	396	78	17	92	208	174
	32%	3%	100%	100%	37%	-%	9%	32%	40%	32%	30%	20%	20%	39%	35%
		e	ade	ade	ae			af	abdef	af	af	a		a	a
Mobile Phone	188	10	-	58	129	-	13	62	67	143	44	11	38	70	78
	13%	3%	-%	100%	76%	-%	7%	11%	14%	12%	17%	13%	8%	13%	16%
		be		abde	abe			a	ab	a	abd	a		a	a
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
	24%	-%	100%	-%	-%	-%	5%	23%	32%	24%	23%	13%	13%	30%	27%
			acde					af	abdef	af	af	a		a	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	328	-	-	-	-	9	101	143	254	74	22	51	129	148
	22%	97%	-%	-%	-%	-%	5%	18%	29%	20%	29%	27%	11%	24%	30%
		bcde						a	abd	a	abd	ab		a	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	-	58	-	-	2	19	23	44	14	4	9	21	28
	4%	-%	-%	100%	-%	-%	1%	3%	5%	4%	5%	4%	2%	4%	6%
				abde				a	a	a	abd	a		a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	-	-	74	-	2	20	30	52	22	6	9	27	38
	5%	-%	-%	-%	43%	-%	1%	3%	6%	4%	9%	7%	2%	5%	8%
					abce			a	abd	a	abcd	ab		a	ab
FIXED BROADBAND AND PAY TV	38	-	-	-	38	-	4	22	10	36	2	1	16	15	7
	3%	-%	-%	-%	22%	-%	2%	4%	2%	3%	1%	1%	3%	3%	1%
					abce			ce	e	e			c	c	

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
MOBILE PHONE AND FIXED BROADBAND	26	-	-	-	26	-	6	11	5	22	4	1	12	8	6
	2%	-%	-%	-%	15%	-%	3%	2%	1%	2%	2%	1%	3%	2%	1%
					abce		c						c		
MOBILE PHONE AND PAY TV	15	10	-	-	15	-	1	7	5	13	2	*	3	9	3
	1%	3%	-%	-%	9%	-%	1%	1%	1%	1%	1%	*%	1%	2%	1%
		bce			abce									ac	
LANDLINE AND MOBILE PHONE	8	-	-	-	8	-	2	3	2	7	1	-	3	3	2
	1%	-%	-%	-%	5%	-%	1%	1%	*%	1%	*%	-%	1%	1%	*%
					abce										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	-	5	-	1	2	2	5	-	-	2	2	1
	*%	-%	-%	-%	3%	-%	1%	*%	*%	*%	-%	-%	1%	*%	*%
					abce		e								
LANDLINE AND PAY TV	4	-	-	-	4	-	-	2	1	3	1	1	2	-	2
	*%	-%	-%	-%	2%	-%	-%	*%	*%	*%	1%	2%	*%	-%	*%
					abe							abcd	b		b
NONE	589	-	-	-	-	589	145	251	113	509	76	37	293	164	128
	39%	-%	-%	-%	-%	100%	81%	44%	23%	41%	30%	45%	64%	30%	26%
						abcd	bcdef	ce		ce	c	ce	bc	c	

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Fixed Broadband	884	468	413	280	255	173	166	721	86	52	**	115	368	274	238	531
	59%	60%	58%	68%	62%	56%	48%	58%	65%	68%	**	42%	64%	72%	52%	66%
				bcd	cd	d			a	a			a	ab		a
Landline	827	443	381	261	240	159	158	673	82	49	**	106	347	256	221	499
	55%	57%	54%	63%	58%	51%	46%	54%	63%	63%	**	39%	60%	67%	48%	62%
				bcd	cd				a	a			a	ab		a
Pay TV service	474	239	234	140	136	103	90	388	45	28	**	66	204	146	130	286
	32%	31%	33%	34%	33%	33%	26%	31%	34%	36%	**	24%	35%	38%	28%	36%
				d	d	d							a	a		a
Mobile Phone	188	105	80	62	51	42	31	157	15	13	**	20	80	56	57	104
	13%	14%	11%	15%	12%	13%	9%	13%	11%	16%	**	7%	14%	15%	12%	13%
				d	d	d							a	a		
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	176	177	106	101	74	69	286	36	21	**	49	152	113	93	219
	24%	23%	25%	26%	25%	24%	20%	23%	27%	27%	**	18%	27%	30%	20%	27%
				d	d								a	a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	184	143	110	99	52	63	266	35	18	**	44	131	100	84	200
	22%	24%	20%	27%	24%	17%	18%	21%	26%	23%	**	16%	23%	26%	18%	25%
		b		cd	cd								a	a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	34	24	15	17	14	10	48	5	4	**	5	28	16	17	35
	4%	4%	3%	4%	4%	5%	3%	4%	4%	6%	**	2%	5%	4%	4%	4%
													a	a		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	44	30	28	18	17	12	61	7	6	**	7	29	25	22	42
	5%	6%	4%	7%	4%	5%	3%	5%	5%	7%	**	3%	5%	6%	5%	5%
				bd									a	a		

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
FIXED BROADBAND AND PAY TV	38	16	22	10	11	10	7	33	2	2	**	6	14	11	12	20
	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	**	2%	2%	3%	3%	3%
MOBILE PHONE AND FIXED BROADBAND	26	11	14	9	7	5	5	22	2	1	**	3	11	9	8	13
	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	**	1%	2%	2%	2%	2%
MOBILE PHONE AND PAY TV	15	9	6	7	4	3	2	13	2	*	**	4	5	5	5	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
				d												
LANDLINE AND MOBILE PHONE	8	4	4	2	3	1	2	8	-	*	**	1	5	2	4	3
	1%	1%	1%	*%	1%	*%	1%	1%	-%	1%	**	*%	1%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	2	2	2	2	*	5	-	*	**	2	3	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	**	1%	*%	*%	*%	*%
LANDLINE AND PAY TV	4	1	3	1	1	*	2	4	*	-	**	1	2	1	1	1
	*%	*%	*%	*%	*%	*%	1%	*%	*%	-%	**	*%	*%	*%	*%	*%
NONE	589	298	284	122	149	134	171	505	44	24	**	153	195	101	211	257
	39%	38%	40%	30%	36%	43%	50%	40%	33%	31%	**	56%	34%	26%	46%	32%
					a	ab	abc	bc				bc	c		b	

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

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

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	2056	40	1826	283	1583	1145	721	220	162	1447	508	1674	281	1218	737	249
Effective Weighted Sample	1809	37	1628	248	1416	1014	651	185	146	1292	454	1483	253	1076	655	215
Total	911	16	837	122	731	521	332	87	71	672	188	751	108	530	329	104
Fixed Broadband	884	**	815	114	715	506	323	85	69	669	164	735	98	510	323	99
	97%	**	97%	94%	98%	97%	97%	97%	98%	100%	87%	98%	91%	96%	98%	95%
					a					b		b			ac	
Landline	827	**	827	104	722	509	317	85	69	638	141	692	88	479	300	91
	91%	**	99%	86%	99%	98%	96%	97%	97%	95%	75%	92%	81%	90%	91%	87%
					a	b				b		b				
Pay TV service	474	**	426	51	385	266	170	35	27	369	79	398	49	266	182	54
	52%	**	51%	42%	53%	51%	51%	40%	39%	55%	42%	53%	46%	50%	55%	51%
					a	cd	cd			b		b			a	
Mobile Phone	188	**	152	39	121	100	59	13	10	-	188	80	108	138	50	32
	21%	**	18%	32%	17%	19%	18%	15%	14%	-%	100%	11%	100%	26%	15%	30%
				b							a		a	b		b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	**	353	32	321	220	133	30	24	333	-	333	-	187	146	35
	39%	**	42%	26%	44%	42%	40%	34%	34%	50%	-%	44%	-%	35%	44%	33%
					a	c				b		b			ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	**	328	42	286	195	133	44	36	303	-	303	-	186	117	33
	36%	**	39%	34%	39%	37%	40%	50%	51%	45%	-%	40%	-%	35%	35%	32%
								ab	ab	b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	**	58	6	52	33	25	3	2	-	58	17	41	43	16	9
	6%	**	7%	5%	7%	6%	8%	3%	3%	-%	31%	2%	38%	8%	5%	9%
							cd				a		a	b		b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	**	74	19	55	52	22	6	6	-	74	33	42	56	19	12
	8%	**	9%	16%	8%	10%	7%	7%	8%	-%	40%	4%	39%	11%	6%	11%
				b		b					a		a	b		b
FIXED BROADBAND AND PAY TV	38	**	-	8	-	2	6	*	-	33	-	33	-	18	16	5
	4%	**	-%	6%	-%	*%	2%	*%	-%	5%	-%	4%	-%	3%	5%	4%
				b			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	2056	40	1826	283	1583	1145	721	220	162	1447	508	1674	281	1218	737	249
Effective Weighted Sample	1809	37	1628	248	1416	1014	651	185	146	1292	454	1483	253	1076	655	215
Total	911	16	837	122	731	521	332	87	71	672	188	751	108	530	329	104
MOBILE PHONE AND FIXED BROADBAND	26	**	1	6	-	2	3	1	1	-	26	14	12	16	10	4
	3%	**	*%	5%	-%	*%	1%	1%	1%	-%	14%	2%	11%	3%	3%	4%
				b							a		a			
MOBILE PHONE AND PAY TV	15	**	10	3	9	6	5	1	1	-	15	10	5	13	3	3
	2%	**	1%	2%	1%	1%	2%	1%	1%	-%	8%	1%	5%	2%	1%	3%
											a		a	b		b
LANDLINE AND MOBILE PHONE	8	**	8	4	5	6	3	1	1	-	8	4	5	6	2	2
	1%	**	1%	3%	1%	1%	1%	2%	1%	-%	5%	*%	4%	1%	1%	2%
				b							a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	-	1	-	1	*	*	*	-	5	2	3	5	1	1
	1%	**	-%	1%	-%	*%	*%	1%	*%	-%	3%	*%	3%	1%	*%	1%
				b							a		a			b
LANDLINE AND PAY TV	4	**	4	1	3	3	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

Any break column with 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2056	17	2021	305	1733	1206	832	269	198	300	896	420	776
Effective Weighted Sample	1809	15	1791	265	1542	1067	737	226	176	279	806	377	704
Total	911	5	897	120	783	530	373	106	84	133	478	192	419
Fixed Broadband	884	**	884	112	772	516	367	103	81	131	455	178	409
	97%	**	98%	93%	99%	97%	98%	97%	97%	98%	95%	92%	98%
					a					b			a
Landline	827	**	818	96	725	480	341	91	75	126	419	169	376
	91%	**	91%	80%	93%	91%	91%	86%	89%	95%	88%	88%	90%
					a	c	c			b			
Pay TV service	474	**	465	42	427	260	208	45	34	-	474	58	416
	52%	**	52%	35%	54%	49%	56%	42%	41%	-%	99%	30%	99%
					a	cd	acd				a		a
Mobile Phone	188	**	178	46	135	111	70	20	15	33	83	54	62
	21%	**	20%	38%	17%	21%	19%	19%	18%	25%	17%	28%	15%
				b						b		b	
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	**	353	25	328	199	154	33	25	-	353	32	321
	39%	**	39%	21%	42%	38%	41%	31%	30%	-%	74%	17%	77%
					a	cd	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	**	328	42	286	196	132	47	40	100	-	100	-
	36%	**	37%	35%	37%	37%	35%	45%	48%	75%	-%	52%	-%
								ab	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	**	58	6	52	27	31	3	3	-	58	8	50
	6%	**	6%	5%	7%	5%	8%	3%	4%	-%	12%	4%	12%
							acd				a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	**	74	19	56	53	22	6	5	24	-	24	-
	8%	**	8%	16%	7%	10%	6%	6%	6%	18%	-%	13%	-%
				b		bc				b		b	

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

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

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

Base : 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2056	17	2021	305	1733	1206	832	269	198	300	896	420	776
Effective Weighted Sample	1809	15	1791	265	1542	1067	737	226	176	279	806	377	704
Total	911	5	897	120	783	530	373	106	84	133	478	192	419
FIXED BROADBAND AND PAY TV	38	**	38	4	34	21	17	5	3	-	38	4	34
	4%	**	4%	4%	4%	4%	5%	5%	4%	-%	8%	2%	8%
											a		a
MOBILE PHONE AND FIXED BROADBAND	26	**	26	14	12	17	9	7	4	7	1	7	-
	3%	**	3%	12%	2%	3%	2%	7%	5%	5%	*%	4%	-%
				b				ab		b		b	
MOBILE PHONE AND PAY TV	15	**	10	4	9	8	4	2	2	-	15	10	5
	2%	**	1%	3%	1%	2%	1%	2%	2%	-%	3%	5%	1%
				b							a	b	
LANDLINE AND MOBILE PHONE	8	**	4	3	3	3	2	1	1	2	4	3	3
	1%	**	*%	2%	*%	1%	*%	1%	1%	2%	1%	2%	1%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	5	1	4	3	2	1	1	-	5	1	4
	1%	**	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
LANDLINE AND PAY TV	4	**	-	2	-	2	-	1	*	-	4	1	3
	*%	**	-%	1%	-%	*%	-%	1%	1%	-%	1%	1%	1%
				b				b	b				

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2056	540	656	95	61	178	338	30	25	1196	516	1484	572
Effective Weighted Sample	1809	477	599	78	54	171	328	27	23	1076	499	1310	502
Total	911	273	338	41	29	68	129	10	9	611	197	674	237
Fixed Broadband	884	259	327	**	**	68	129	**	**	586	196	652	232
	97%	95%	97%	**	**	99%	100%	**	**	96%	100% a	97%	98%
Landline	827	245	300	**	**	64	124	**	**	545	188	599	227
	91%	90%	89%	**	**	93%	96%	**	**	89%	95% a	89%	96% a
Pay TV service	474	222	252	**	**	-	-	**	**	474	-	370	104
	52%	81% b	75%	**	**	-%	-%	**	**	78% b	-%	55% b	44%
Mobile Phone	188	54	61	**	**	18	24	**	**	116	42	137	51
	21%	20%	18%	**	**	27% b	19%	**	**	19%	22%	20%	21%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	169	185	**	**	-	-	**	**	353	-	274	80
	39%	62% b	55%	**	**	-%	-%	**	**	58% b	-%	41% b	34%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	32	68	**	**	50	105	**	**	100	155	227	101
	36%	12%	20% a	**	**	73%	81% a	**	**	16%	78% a	34%	43% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	26	32	**	**	-	-	**	**	58	-	41	17
	6%	9%	10%	**	**	-%	-%	**	**	10% b	-%	6%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	11	13	**	**	13	19	**	**	24	32	49	25
	8%	4%	4%	**	**	19%	15%	**	**	4%	16% a	7%	11% a
FIXED BROADBAND AND PAY TV	38	15	24	**	**	-	-	**	**	38	-	34	4
	4%	5%	7%	**	**	-%	-%	**	**	6% b	-%	5% b	2%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2056	540	656	95	61	178	338	30	25	1196	516	1484	572
Effective Weighted Sample	1809	477	599	78	54	171	328	27	23	1076	499	1310	502
Total	911	273	338	41	29	68	129	10	9	611	197	674	237
MOBILE PHONE AND FIXED BROADBAND	26	3	4	**	**	5	5	**	**	7	10	21	5
	3%	1%	1%	**	**	7%	4%	**	**	1%	5% a	3%	2%
MOBILE PHONE AND PAY TV	15	8	8	**	**	-	-	**	**	15	-	14	1
	2%	3%	2%	**	**	-%	-%	**	**	3% b	-%	2% b	1%
LANDLINE AND MOBILE PHONE	8	4	2	**	**	*	*	**	**	6	1	6	2
	1%	1%	1%	**	**	1%	*%	**	**	1%	*%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	3	**	**	-	-	**	**	5	-	5	*
	1%	1%	1%	**	**	-%	-%	**	**	1% b	-%	1%	*%
LANDLINE AND PAY TV	4	3	1	**	**	-	-	**	**	4	-	2	2
	*%	1% b	*%	**	**	-%	-%	**	**	1%	-%	*%	1%

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2056	885	563	142	488	-	93	715	792	1600	451	122	403	799	849
Effective Weighted Sample	1809	833	540	136	417	-	73	617	716	1405	406	106	334	711	762
Total	911	339	353	58	171	-	35	319	376	730	179	46	167	374	367
Fixed Broadband	884	328	353	58	144	**	**	307	368	708	174	44	160	362	360
	97%	97%	100%	100%	84%	**	**	96%	98%	97%	97%	96%	95%	97%	98%
		d	ad	ad											a
Landline	827	328	353	58	87	**	**	277	354	653	171	44	135	339	351
	91%	97%	100%	100%	51%	**	**	87%	94%	89%	96%	96%	80%	91%	95%
		d	ad	ad					bd	b	bd	bd		a	ab
Pay TV service	474	10	353	58	63	**	**	183	196	396	78	17	92	208	174
	52%	3%	100%	100%	37%	**	**	57%	52%	54%	43%	37%	55%	55%	47%
			ad	ad	a			cef	ef	ef			c	c	
Mobile Phone	188	10	-	58	129	**	**	62	67	143	44	11	38	70	78
	21%	3%	-%	100%	76%	**	**	20%	18%	20%	24%	23%	23%	19%	21%
		b		abd	ab						bcd				
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	-	-	**	**	132	154	295	58	11	60	160	133
	39%	-%	100%	-%	-%	**	**	41%	41%	40%	32%	24%	36%	43%	36%
			acd					ef	ef	ef				ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	328	-	-	-	**	**	101	143	254	74	22	51	129	148
	36%	97%	-%	-%	-%	**	**	32%	38%	35%	41%	48%	31%	34%	40%
		bcd							b		bd	bcd			ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	-	58	-	**	**	19	23	44	14	4	9	21	28
	6%	-%	-%	100%	-%	**	**	6%	6%	6%	8%	8%	5%	6%	8%
				abd											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	-	-	74	**	**	20	30	52	22	6	9	27	38
	8%	-%	-%	-%	43%	**	**	6%	8%	7%	13%	13%	6%	7%	10%
					abc						bcd	bd			ab
FIXED BROADBAND AND PAY TV	38	-	-	-	38	**	**	22	10	36	2	1	16	15	7
	4%	-%	-%	-%	22%	**	**	7%	3%	5%	1%	2%	10%	4%	2%
					abc			cef	e	ce			bc	c	

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2056	885	563	142	488	-	93	715	792	1600	451	122	403	799	849
Effective Weighted Sample	1809	833	540	136	417	-	73	617	716	1405	406	106	334	711	762
Total	911	339	353	58	171	-	35	319	376	730	179	46	167	374	367
MOBILE PHONE AND FIXED BROADBAND	26	-	-	-	26	**	**	11	5	22	4	1	12	8	6
	3%	-%	-%	-%	15%	**	**	4%	1%	3%	2%	1%	7%	2%	2%
					abc			c		c			bc		
MOBILE PHONE AND PAY TV	15	10	-	-	15	**	**	7	5	13	2	*	3	9	3
	2%	3%	-%	-%	9%	**	**	2%	1%	2%	1%	1%	2%	3%	1%
		bc			abc									c	
LANDLINE AND MOBILE PHONE	8	-	-	-	8	**	**	3	2	7	1	-	3	3	2
	1%	-%	-%	-%	5%	**	**	1%	1%	1%	1%	-%	2%	1%	1%
					abc								c		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	-	5	**	**	2	2	5	-	-	2	2	1
	1%	-%	-%	-%	3%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
					abc								c		
LANDLINE AND PAY TV	4	-	-	-	4	**	**	2	1	3	1	1	2	-	2
	*%	-%	-%	-%	2%	**	**	1%	*%	*%	1%	3%	1%	-%	1%
					ab							bcde	b		b

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2056	1076	970	624	573	398	440	1695	191	118	52	280	854	608	587	1184
Effective Weighted Sample	1809	954	847	561	503	351	379	1491	168	105	45	242	746	540	511	1059
Total	911	482	426	289	263	178	172	745	88	53	25	120	380	282	247	544
Fixed Broadband	884	468	413	280	255	173	166	721	86	52	**	115	368	274	238	531
	97%	97%	97%	97%	97%	97%	97%	97%	98%	98%	**	96%	97%	97%	96%	98%
																a
Landline	827	443	381	261	240	159	158	673	82	49	**	106	347	256	221	499
	91%	92%	89%	90%	91%	89%	92%	90%	94%	92%	**	88%	91%	91%	90%	92%
Pay TV service	474	239	234	140	136	103	90	388	45	28	**	66	204	146	130	286
	52%	50%	55%	49%	52%	58%	52%	52%	51%	53%	**	55%	54%	52%	53%	53%
			a			a										
Mobile Phone	188	105	80	62	51	42	31	157	15	13	**	20	80	56	57	104
	21%	22%	19%	22%	19%	23%	18%	21%	17%	24%	**	17%	21%	20%	23%	19%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	176	177	106	101	74	69	286	36	21	**	49	152	113	93	219
	39%	36%	42%	37%	38%	41%	40%	38%	41%	39%	**	41%	40%	40%	38%	40%
			a													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	328	184	143	110	99	52	63	266	35	18	**	44	131	100	84	200
	36%	38%	34%	38%	38%	29%	37%	36%	39%	33%	**	37%	34%	36%	34%	37%
		b		c	c		c									
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	34	24	15	17	14	10	48	5	4	**	5	28	16	17	35
	6%	7%	6%	5%	7%	8%	6%	6%	5%	8%	**	4%	7%	6%	7%	6%
													a			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	44	30	28	18	17	12	61	7	6	**	7	29	25	22	42
	8%	9%	7%	10%	7%	9%	7%	8%	8%	10%	**	6%	8%	9%	9%	8%
FIXED BROADBAND AND PAY TV	38	16	22	10	11	10	7	33	2	2	**	6	14	11	12	20
	4%	3%	5%	4%	4%	6%	4%	4%	3%	4%	**	5%	4%	4%	5%	4%
			a													

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2056	1076	970	624	573	398	440	1695	191	118	52	280	854	608	587	1184
Effective Weighted Sample	1809	954	847	561	503	351	379	1491	168	105	45	242	746	540	511	1059
Total	911	482	426	289	263	178	172	745	88	53	25	120	380	282	247	544
MOBILE PHONE AND FIXED BROADBAND	26	11	14	9	7	5	5	22	2	1	**	3	11	9	8	13
	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	**	2%	3%	3%	3%	2%
MOBILE PHONE AND PAY TV	15	9	6	7	4	3	2	13	2	*	**	4	5	5	5	9
	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	**	3%	1%	2%	2%	2%
												b				
LANDLINE AND MOBILE PHONE	8	4	4	2	3	1	2	8	-	*	**	1	5	2	4	3
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**	*%	1%	1%	1%	1%
															b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	2	2	2	2	*	5	-	*	**	2	3	1	1	2
	1%	1%	1%	1%	1%	1%	*%	1%	-%	*%	**	1%	1%	*%	1%	*%
LANDLINE AND PAY TV	4	1	3	1	1	*	2	4	*	-	**	1	2	1	1	1
	*%	*%	1%	*%	*%	*%	1%	*%	1%	-%	**	1%	1%	*%	1%	*%

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

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

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Fixed Broadband	14	-	14	3	11	7	7	1	1	-	14	9	5	12	2	4
	1%	-%	2%	1%	2%	1%	2%	1%	2%	-%	7% a	1%	5% a	1% b	*%	2% b
Landline	11	-	11	2	9	6	4	1	1	-	11	8	2	10	1	3
	1%	-%	1%	1%	1%	1%	1%	1%	2%	-%	6% a	1%	2% a	1% b	*%	1% b
Pay TV service	4	-	4	2	3	2	2	1	1	-	4	2	3	3	2	*
	*%	-%	1%	1%	*%	*%	1%	1%	1%	-%	2% a	*%	2% a	*%	*%	*%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	10	-	10	1	9	6	4	1	1	-	10	8	2	9	1	3
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	5% a	1%	2% a	1% b	*%	1% b
FIXED BROADBAND AND PAY TV	4	-	4	1	3	1	2	1	*	-	4	1	3	2	2	*
	*%	-%	*%	*%	*%	*%	1%	1%	1%	-%	2% a	*%	2% a	*%	*%	*%
LANDLINE AND PAY TV	1	-	1	1	-	1	-	1	1	-	1	1	-	1	-	-
	*%	-%	*%	*%	-%	*%	-%	*%	1% b	-%	*% a	*%	-%	*%	-%	-%
NONE	1486	147	823	251	720	585	386	109	81	1159	173	1229	103	822	511	215
	99%	100%	98%	99%	98%	99%	98%	98%	98%	100% b	92%	99% b	95%	99%	100% ac	98%

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Fixed Broadband	14	-	14	3	11	9	5	2	2	-	14	9	5
	1%	-%	2%	1%	1%	1%	1%	1%	2%	-%	3%	3%	1%
			a								a	b	
Landline	11	-	11	2	9	7	4	1	1	-	11	8	2
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	2%	3%	1%
			a								a	b	
Pay TV service	4	-	4	2	3	3	1	1	*	-	4	2	3
	*%	-%	*%	1%	*%	*%	*%	*%	*%	-%	1%	1%	1%
											a		
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	10	-	10	1	9	6	4	1	1	-	10	8	2
	1%	-%	1%	*%	1%	1%	1%	1%	1%	-%	2%	3%	1%
			a								a	b	
FIXED BROADBAND AND PAY TV	4	-	4	1	3	3	1	1	*	-	4	1	3
	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	1%
LANDLINE AND PAY TV	1	-	1	1	-	1	-	-	-	-	1	1	-
	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%
NONE	1486	177	883	288	772	631	429	138	101	224	464	274	414
	99%	100%	98%	99%	99%	99%	99%	99%	98%	100%	97%	97%	99%
		b								b			a

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Fixed Broadband	14	6	8	1	**	-	-	**	**	14	-	12	2
	1%	2%	2%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
Landline	11	5	6	2	**	-	-	**	**	11	-	9	1
	1%	2%	1%	3%	**	-%	-%	**	**	2% b	-%	1%	*%
Pay TV service	4	2	2	1	**	-	-	**	**	4	-	4	1
	*%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	*%	*%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	10	4	6	1	**	-	-	**	**	10	-	9	1
	1%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	1%	*%
FIXED BROADBAND AND PAY TV	4	2	2	*	**	-	-	**	**	4	-	3	1
	*%	1%	1%	1%	**	-%	-%	**	**	1%	-%	*%	*%
LANDLINE AND PAY TV	1	1	-	1	**	-	-	**	**	1	-	1	-
	*%	*%	-%	1% b	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1486	302	386	49	**	95	217	**	**	688	312	1087	399
	99%	98%	98%	96%	**	100%	100%	**	**	98%	100% a	99%	99%

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Fixed Broadband	14	10	-	-	14	-	-	6	6	11	2	*	2	8	3
	1%	3%	-%	-%	8%	-%	-%	1%	1%	1%	1%	*%	*%	2%	1%
		bce			abce			a	a					a	
Landline	11	10	-	-	11	-	-	5	4	9	2	*	1	7	3
	1%	3%	-%	-%	6%	-%	-%	1%	1%	1%	1%	*%	*%	1%	1%
		bce			abce									ac	
Pay TV service	4	-	-	-	4	-	-	2	2	4	-	-	1	2	1
	*%	-%	-%	-%	3%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					abe										
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	10	10	-	-	10	-	-	4	4	8	2	*	1	7	3
	1%	3%	-%	-%	6%	-%	-%	1%	1%	1%	1%	*%	*%	1%	1%
		bce			abce									a	
FIXED BROADBAND AND PAY TV	4	-	-	-	4	-	-	2	2	3	-	-	1	2	1
	*%	-%	-%	-%	2%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					abe										
LANDLINE AND PAY TV	1	-	-	-	1	-	-	1	-	1	-	-	-	1	-
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%
NONE	1486	328	353	58	157	589	180	563	484	1227	253	83	458	530	492
	99%	97%	100%	100%	92%	100%	100%	99%	99%	99%	99%	100%	100%	98%	99%
		d	ad	ad		ad	bcd						b		b

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Fixed Broadband	14	10	4	6	3	2	3	12	1	1	**	3	5	5	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
		b														
Landline	11	7	4	5	3	2	1	8	1	1	**	2	4	3	3	7
	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	**	1%	1%	1%	1%	1%
Pay TV service	4	3	1	2	1	-	1	3	-	1	**	*	2	1	1	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	1%	**	*%	*%	*%	*%	*%
										a						
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	10	7	3	4	3	2	1	8	1	*	**	2	4	3	3	6
	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	**	1%	1%	1%	1%	1%
FIXED BROADBAND AND PAY TV	4	3	1	1	1	-	1	3	-	*	**	*	2	1	1	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	1%	**	*%	*%	*%	*%	*%
LANDLINE AND PAY TV	1	-	1	1	-	-	-	-	-	1	**	-	1	-	-	1
	*%	-%	*%	*%	-%	-%	-%	-%	-%	1%	**	-%	*%	-%	-%	*%
										a						
NONE	1486	770	706	404	408	310	341	1239	130	76	**	271	568	378	454	793
	99%	99%	99%	98%	99%	99%	99%	99%	99%	98%	**	99%	99%	99%	99%	99%

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

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

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

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

		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	34	-	34	8	26	18	16	5	4	-	34	22	12	28	6	8
Effective Weighted Sample	32	-	32	7	25	17	16	5	4	-	32	21	11	26	6	8
Total	14	-	14	3	11	8	7	2	2	-	14	9	5	12	2	4
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	34	-	34	7	27	23	11	5	4	-	34	21	13
Effective Weighted Sample	32	-	32	7	26	22	11	5	4	-	32	21	12
Total	14	-	14	3	11	10	5	2	2	-	14	9	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	34	16	18	4	3	-	-	-	-	34	-	29	5
Effective Weighted Sample	32	15	18	4	3	-	-	-	-	32	-	27	5
Total	14	7	8	2	1	-	-	-	-	14	-	12	2
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	34	22	-	-	34	-	-	16	12	28	5	1	5	20	8
Effective Weighted Sample	32	22	-	-	32	-	-	15	12	26	5	1	5	19	8
Total	14	10	-	-	14	-	-	7	6	12	2	*	2	9	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	34	23	10	15	7	5	7	28	3	3	-	6	14	11	11	19
Effective Weighted Sample	32	22	10	14	7	5	7	26	3	3	-	6	13	11	10	18
Total	14	10	4	6	3	2	3	12	1	1	-	3	6	5	4	8
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Fixed Broadband	897	14	829	117	726	513	330	86	70	669	178	744	103	521	326	102
	60%	10%	99%	46%	99%	87%	84%	78%	85%	58%	95%	60%	95%	63%	63%	47%
			a		a	c	c				a		a	c	c	
Landline	837	-	837	106	731	515	322	86	70	638	152	700	90	489	301	94
	56%	-%	100%	42%	100%	87%	82%	78%	85%	55%	81%	57%	84%	59%	59%	43%
			a		a	bc					a		a	c	c	
Pay TV service	478	10	430	53	387	268	173	36	28	369	83	400	52	268	183	54
	32%	7%	51%	21%	53%	45%	44%	33%	34%	32%	44%	32%	48%	32%	36%	25%
			a		a	cd	cd				a		a	c	c	
Mobile Phone	188	8	152	39	121	100	59	13	10	-	188	80	108	138	50	32
	13%	5%	18%	15%	17%	17%	15%	12%	12%	-%	100%	6%	100%	17%	10%	14%
			a			c					a		a	b		b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
	24%	-%	42%	13%	44%	37%	34%	27%	29%	29%	-%	27%	-%	22%	28%	16%
			a		a	cd	c			b		b		c	ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	-	339	43	295	201	138	44	37	303	10	311	2	196	117	36
	23%	-%	40%	17%	40%	34%	35%	40%	45%	26%	5%	25%	2%	23%	23%	17%
			a		a				ab	b		b		c	c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	58	6	52	33	25	3	2	-	58	17	41	43	16	9
	4%	-%	7%	2%	7%	6%	6%	3%	3%	-%	31%	1%	38%	5%	3%	4%
			a		a		cd				a		a	b		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	74	19	55	52	22	6	6	-	74	33	42	56	19	12
	5%	-%	9%	8%	8%	9%	6%	6%	7%	-%	40%	3%	39%	7%	4%	5%
			a			b					a		a	b		
FIXED BROADBAND AND PAY TV	42	8	4	9	3	4	8	1	*	33	4	34	3	20	17	5
	3%	5%	*%	4%	*%	1%	2%	1%	1%	3%	2%	3%	2%	2%	3%	2%
		b		b			a									

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

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

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

Base : 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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
MOBILE PHONE AND FIXED BROADBAND	26	5	1	6	-	2	3	1	1	-	26	14	12	16	10	4
	2%	4%	*%	2%	-%	*%	1%	1%	1%	-%	14%	1%	11%	2%	2%	2%
		b		b							a		a			
MOBILE PHONE AND PAY TV	15	1	10	3	9	6	5	1	1	-	15	10	5	13	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	8%	1%	5%	2%	1%	2%
											a		a	b		
LANDLINE AND MOBILE PHONE	8	-	8	4	5	6	3	1	1	-	8	4	5	6	2	2
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	5%	*%	4%	1%	*%	1%
											a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	1	-	1	-	1	*	*	*	-	5	2	3	5	1	1
	*%	1%	-%	*%	-%	*%	*%	*%	*%	-%	3%	*%	3%	1%	*%	1%
		b		b							a		a			
LANDLINE AND PAY TV	5	-	5	2	3	4	1	1	1	2	1	3	-	2	1	*
	*%	-%	1%	1%	*%	1%	*%	1%	1%	*%	*%	*%	-%	*%	*%	*%
NONE	589	132	-	132	-	71	60	23	12	487	-	487	-	304	184	115
	39%	89%	-%	52%	-%	12%	15%	21%	15%	42%	-%	39%	-%	36%	36%	53%
		b		b			a	ab		b		b				ab

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

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

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Fixed Broadband	897	-	897	114	783	525	372	105	83	131	469	186	414
	60%	-%	100%	39%	100%	82%	86%	75%	81%	58%	98%	66%	99%
			a		a	c	acd				a		a
Landline	837	3	829	98	734	487	345	93	76	126	430	178	378
	56%	2%	92%	34%	94%	76%	79%	66%	74%	56%	90%	63%	90%
			a		a	c	ac		c		a		a
Pay TV service	478	4	469	44	429	264	210	45	35	-	478	60	419
	32%	2%	52%	15%	55%	41%	48%	32%	34%	-%	100%	21%	100%
			a		a	cd	acd				a		a
Mobile Phone	188	4	178	46	135	111	70	20	15	33	83	54	62
	13%	2%	20%	16%	17%	17%	16%	14%	15%	15%	17%	19%	15%
			a									b	
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	25	328	199	154	33	25	-	353	32	321
	24%	-%	39%	9%	42%	31%	35%	24%	25%	-%	74%	11%	77%
			a		a	cd	acd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	-	339	43	295	202	136	49	41	100	10	108	2
	23%	-%	38%	15%	38%	32%	31%	35%	40%	45%	2%	38%	1%
			a		a				ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	58	6	52	27	31	3	3	-	58	8	50
	4%	-%	6%	2%	7%	4%	7%	2%	3%	-%	12%	3%	12%
			a		a		acd				a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	74	19	56	53	22	6	5	24	-	24	-
	5%	-%	8%	6%	7%	8%	5%	4%	5%	11%	-%	8%	-%
			a			bc				b		b	

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

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

Q7A/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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
FIXED BROADBAND AND PAY TV	42	-	42	6	36	24	18	5	3	-	42	6	36
	3%	-%	5%	2%	5%	4%	4%	4%	3%	-%	9%	2%	9%
			a		a						a		a
MOBILE PHONE AND FIXED BROADBAND	26	-	26	14	12	17	9	7	4	7	1	7	-
	2%	-%	3%	5%	2%	3%	2%	5%	4%	3%	*%	2%	-%
			a	b				ab		b		b	
MOBILE PHONE AND PAY TV	15	2	10	4	9	8	4	2	2	-	15	10	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	3%	4%	1%
											a	b	
LANDLINE AND MOBILE PHONE	8	1	4	3	3	3	2	1	1	2	4	3	3
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	5	1	4	3	2	1	1	-	5	1	4
	*%	-%	1%	*%	1%	*%	1%	1%	1%	-%	1%	*%	1%
											a		
LANDLINE AND PAY TV	5	2	1	2	-	2	-	1	*	-	5	2	3
	*%	1%	*%	1%	-%	*%	-%	1%	*%	-%	1%	1%	1%
		b		b				b	b		a		
NONE	589	172	-	172	-	111	61	34	19	91	-	91	-
	39%	97%	-%	59%	-%	17%	14%	24%	19%	41%	-%	32%	-%
		b		b		b		ab		b		b	

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Fixed Broadband	897	265	335	40	**	68	129	**	**	600	196	664	234
	60%	86%	85%	78%	**	71%	59%	**	**	85%	63%	60%	58%
		c	c			b				b			
Landline	837	250	306	35	**	64	124	**	**	556	188	609	229
	56%	81%	78%	69%	**	67%	57%	**	**	79%	60%	55%	57%
		c	c			b				b			
Pay TV service	478	225	254	31	**	-	-	**	**	478	-	374	105
	32%	73%	65%	61%	**	-%	-%	**	**	68%	-%	34%	26%
		bc								b		b	
Mobile Phone	188	54	61	10	**	18	24	**	**	116	42	137	51
	13%	18%	16%	20%	**	19%	11%	**	**	16%	14%	12%	13%
						b							
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	169	185	22	**	-	-	**	**	353	-	274	80
	24%	55%	47%	42%	**	-%	-%	**	**	50%	-%	25%	20%
		bc								b		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	37	73	6	**	50	105	**	**	110	155	236	102
	23%	12%	19%	13%	**	53%	48%	**	**	16%	50%	21%	26%
			a								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	26	32	3	**	-	-	**	**	58	-	41	17
	4%	8%	8%	6%	**	-%	-%	**	**	8%	-%	4%	4%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	11	13	2	**	13	19	**	**	24	32	49	25
	5%	4%	3%	4%	**	14%	9%	**	**	3%	10%	4%	6%
						b					a		a
FIXED BROADBAND AND PAY TV	42	16	26	3	**	-	-	**	**	42	-	37	5
	3%	5%	6%	6%	**	-%	-%	**	**	6%	-%	3%	1%
										b		b	

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

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

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

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
MOBILE PHONE AND FIXED BROADBAND	26	3	4	2	**	5	5	**	**	7	10	21	5
	2%	1%	1%	5%	**	5%	2%	**	**	1%	3%	2%	1%
				ab							a		
MOBILE PHONE AND PAY TV	15	8	8	1	**	-	-	**	**	15	-	14	1
	1%	2%	2%	2%	**	-%	-%	**	**	2%	-%	1%	*%
										b		b	
LANDLINE AND MOBILE PHONE	8	4	2	1	**	*	*	**	**	6	1	6	2
	1%	1%	1%	1%	**	*%	*%	**	**	1%	*%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	3	1	**	-	-	**	**	5	-	5	*
	*%	1%	1%	2%	**	-%	-%	**	**	1%	-%	*%	*%
										b			
LANDLINE AND PAY TV	5	4	1	1	**	-	-	**	**	5	-	3	2
	*%	1%	*%	2%	**	-%	-%	**	**	1%	-%	*%	*%
		b		b						b			
NONE	589	36	55	11	**	27	88	**	**	91	115	425	163
	39%	12%	14%	21%	**	28%	40%	**	**	13%	37%	39%	41%
				a			a				a		

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Fixed Broadband	897	339	353	58	158	-	32	313	373	719	176	45	162	370	363
	60%	100%	100%	100%	92%	-%	18%	55%	76%	58%	69%	54%	35%	69%	73%
		de	de	de	e			a	abdef	a	abdf	a		a	ab
Landline	837	339	353	58	97	-	23	281	358	662	173	45	136	346	353
	56%	100%	100%	100%	57%	-%	13%	49%	73%	53%	68%	53%	29%	64%	71%
		de	de	de	e			a	abdef	ab	abdf	a		a	ab
Pay TV service	478	10	353	58	67	-	16	186	197	400	78	17	93	210	175
	32%	3%	100%	100%	39%	-%	9%	33%	40%	32%	30%	20%	20%	39%	35%
		e	ade	ade	ae			af	abdef	af	af	a		a	a
Mobile Phone	188	10	-	58	129	-	13	62	67	143	44	11	38	70	78
	13%	3%	-%	100%	76%	-%	7%	11%	14%	12%	17%	13%	8%	13%	16%
		be		abde	abe			a	ab	a	abd	a		a	a
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
	24%	-%	100%	-%	-%	-%	5%	23%	32%	24%	23%	13%	13%	30%	27%
			acde					af	abdef	af	af	a		a	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	339	-	-	10	-	9	106	147	262	76	23	52	136	150
	23%	100%	-%	-%	6%	-%	5%	19%	30%	21%	30%	27%	11%	25%	30%
		bcde			bce			a	abd	a	abd	ab		a	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	-	58	-	-	2	19	23	44	14	4	9	21	28
	4%	-%	-%	100%	-%	-%	1%	3%	5%	4%	5%	4%	2%	4%	6%
				abde				a	a	a	abd	a		a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	-	-	74	-	2	20	30	52	22	6	9	27	38
	5%	-%	-%	-%	43%	-%	1%	3%	6%	4%	9%	7%	2%	5%	8%
					abce			a	abd	a	abcd	ab		a	ab
FIXED BROADBAND AND PAY TV	42	-	-	-	42	-	4	24	12	40	2	1	17	17	8
	3%	-%	-%	-%	24%	-%	2%	4%	2%	3%	1%	1%	4%	3%	2%
					abce			ce	e	e			c	c	

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

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

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

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
MOBILE PHONE AND FIXED BROADBAND	26	-	-	-	26	-	6	11	5	22	4	1	12	8	6
	2%	-%	-%	-%	15%	-%	3%	2%	1%	2%	2%	1%	3%	2%	1%
					abce		c						c		
MOBILE PHONE AND PAY TV	15	10	-	-	15	-	1	7	5	13	2	*	3	9	3
	1%	3%	-%	-%	9%	-%	1%	1%	1%	1%	1%	*%	1%	2%	1%
		bce			abce									ac	
LANDLINE AND MOBILE PHONE	8	-	-	-	8	-	2	3	2	7	1	-	3	3	2
	1%	-%	-%	-%	5%	-%	1%	1%	*%	1%	*%	-%	1%	1%	*%
					abce										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	-	5	-	1	2	2	5	-	-	2	2	1
	*%	-%	-%	-%	3%	-%	1%	*%	*%	*%	-%	-%	1%	*%	*%
					abce		e								
LANDLINE AND PAY TV	5	-	-	-	5	-	-	2	1	3	1	1	2	1	2
	*%	-%	-%	-%	3%	-%	-%	*%	*%	*%	1%	2%	*%	*%	*%
					abe							abcd			
NONE	589	-	-	-	-	589	145	251	113	509	76	37	293	164	128
	39%	-%	-%	-%	-%	100%	81%	44%	23%	41%	30%	45%	64%	30%	26%
						abcd	bcdef	ce		ce	c	ce	bc	c	

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Fixed Broadband	897	478	416	285	258	175	169	733	87	53	**	118	373	279	242	539
	60%	61%	59%	69%	63%	56%	49%	59%	66%	69%	**	43%	65%	73%	53%	67%
				bcd	cd	d			a	a			a	ab		a
Landline	837	450	385	265	242	161	159	681	83	50	**	108	351	260	225	506
	56%	58%	54%	65%	59%	52%	46%	54%	64%	65%	**	40%	61%	68%	49%	63%
		b		bcd	cd				a	a			a	ab		a
Pay TV service	478	242	236	142	137	103	91	391	45	29	**	67	206	147	131	288
	32%	31%	33%	35%	33%	33%	27%	31%	34%	37%	**	24%	36%	39%	29%	36%
				d	d	d							a	a		a
Mobile Phone	188	105	80	62	51	42	31	157	15	13	**	20	80	56	57	104
	13%	14%	11%	15%	12%	13%	9%	13%	11%	16%	**	7%	14%	15%	12%	13%
				d	d	d							a	a		
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	176	177	106	101	74	69	286	36	21	**	49	152	113	93	219
	24%	23%	25%	26%	25%	24%	20%	23%	27%	27%	**	18%	27%	30%	20%	27%
				d	d								a	a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	191	146	114	102	55	65	275	36	18	**	46	134	104	87	206
	23%	25%	21%	28%	25%	17%	19%	22%	27%	24%	**	17%	23%	27%	19%	26%
		b		cd	cd				a				a	a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	34	24	15	17	14	10	48	5	4	**	5	28	16	17	35
	4%	4%	3%	4%	4%	5%	3%	4%	4%	6%	**	2%	5%	4%	4%	4%
													a	a		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	44	30	28	18	17	12	61	7	6	**	7	29	25	22	42
	5%	6%	4%	7%	4%	5%	3%	5%	5%	7%	**	3%	5%	6%	5%	5%
				bd									a	a		

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

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

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

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
FIXED BROADBAND AND PAY TV	42	19	23	12	12	10	9	36	2	3	**	7	15	12	13	22
	3%	2%	3%	3%	3%	3%	2%	3%	2%	4%	**	2%	3%	3%	3%	3%
MOBILE PHONE AND FIXED BROADBAND	26	11	14	9	7	5	5	22	2	1	**	3	11	9	8	13
	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	**	1%	2%	2%	2%	2%
MOBILE PHONE AND PAY TV	15	9	6	7	4	3	2	13	2	*	**	4	5	5	5	9
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
				d												
LANDLINE AND MOBILE PHONE	8	4	4	2	3	1	2	8	-	*	**	1	5	2	4	3
	1%	1%	1%	*%	1%	*%	1%	1%	-%	1%	**	*%	1%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	2	2	2	2	*	5	-	*	**	2	3	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	**	1%	*%	*%	*%	*%
LANDLINE AND PAY TV	5	1	4	1	1	*	2	4	*	1	**	1	3	1	1	1
	*%	*%	1%	*%	*%	*%	1%	*%	*%	1%	**	*%	1%	*%	*%	*%
			a													
NONE	589	298	284	122	149	134	171	505	44	24	**	153	195	101	211	257
	39%	38%	40%	30%	36%	43%	50%	40%	33%	31%	**	56%	34%	26%	46%	32%
					a	ab	abc	bc				bc	c		b	

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

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

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	2056	40	1826	283	1583	1145	721	220	162	1447	508	1674	281	1218	737	249
Effective Weighted Sample	1809	37	1628	248	1416	1014	651	185	146	1292	454	1483	253	1076	655	215
Total	911	16	837	122	731	521	332	87	71	672	188	751	108	530	329	104
Fixed Broadband	897	**	829	117	726	513	330	86	70	669	178	744	103	521	326	102
	98%	**	99%	96%	99%	99%	99%	98%	100%	100%	95%	99%	95%	98%	99%	98%
					a					b		b				
Landline	837	**	837	106	731	515	322	86	70	638	152	700	90	489	301	94
	92%	**	100%	87%	100%	99%	97%	99%	99%	95%	81%	93%	84%	92%	91%	90%
					a	b				b		b				
Pay TV service	478	**	430	53	387	268	173	36	28	369	83	400	52	268	183	54
	52%	**	51%	44%	53%	51%	52%	41%	40%	55%	44%	53%	48%	51%	56%	52%
					a	cd	cd			b					a	
Mobile Phone	188	**	152	39	121	100	59	13	10	-	188	80	108	138	50	32
	21%	**	18%	32%	17%	19%	18%	15%	14%	-%	100%	11%	100%	26%	15%	30%
				b							a		a	b		b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	**	353	32	321	220	133	30	24	333	-	333	-	187	146	35
	39%	**	42%	26%	44%	42%	40%	34%	34%	50%	-%	44%	-%	35%	44%	33%
					a	c				b		b			ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	**	339	43	295	201	138	44	37	303	10	311	2	196	117	36
	37%	**	40%	36%	40%	39%	41%	51%	52%	45%	5%	41%	2%	37%	36%	35%
								ab	ab	b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	**	58	6	52	33	25	3	2	-	58	17	41	43	16	9
	6%	**	7%	5%	7%	6%	8%	3%	3%	-%	31%	2%	38%	8%	5%	9%
							cd				a		a	b		b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	**	74	19	55	52	22	6	6	-	74	33	42	56	19	12
	8%	**	9%	16%	8%	10%	7%	7%	8%	-%	40%	4%	39%	11%	6%	11%
				b		b					a		a	b		b
FIXED BROADBAND AND PAY TV	42	**	4	9	3	4	8	1	*	33	4	34	3	20	17	5
	5%	**	*%	7%	*%	1%	2%	1%	1%	5%	2%	5%	2%	4%	5%	5%
				b			a			b						

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

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

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

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		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	2056	40	1826	283	1583	1145	721	220	162	1447	508	1674	281	1218	737	249
Effective Weighted Sample	1809	37	1628	248	1416	1014	651	185	146	1292	454	1483	253	1076	655	215
Total	911	16	837	122	731	521	332	87	71	672	188	751	108	530	329	104
MOBILE PHONE AND FIXED BROADBAND	26	**	1	6	-	2	3	1	1	-	26	14	12	16	10	4
	3%	**	*%	5%	-%	*%	1%	1%	1%	-%	14%	2%	11%	3%	3%	4%
				b							a		a			
MOBILE PHONE AND PAY TV	15	**	10	3	9	6	5	1	1	-	15	10	5	13	3	3
	2%	**	1%	2%	1%	1%	2%	1%	1%	-%	8%	1%	5%	2%	1%	3%
											a		a	b		b
LANDLINE AND MOBILE PHONE	8	**	8	4	5	6	3	1	1	-	8	4	5	6	2	2
	1%	**	1%	3%	1%	1%	1%	2%	1%	-%	5%	*%	4%	1%	1%	2%
				b							a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	-	1	-	1	*	*	*	-	5	2	3	5	1	1
	1%	**	-%	1%	-%	*%	*%	1%	*%	-%	3%	*%	3%	1%	*%	1%
				b							a		a			b
LANDLINE AND PAY TV	5	**	5	2	3	4	1	1	1	2	1	3	-	2	1	*
	*%	**	1%	2%	*%	1%	*%	1%	1%	*%	*%	*%	-%	*%	*%	*%
				b												

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

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

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2056	17	2021	305	1733	1206	832	269	198	300	896	420	776
Effective Weighted Sample	1809	15	1791	265	1542	1067	737	226	176	279	806	377	704
Total	911	5	897	120	783	530	373	106	84	133	478	192	419
Fixed Broadband	897	**	897	114	783	525	372	105	83	131	469	186	414
	98%	**	100%	96%	100%	99%	100%	99%	99%	98%	98%	97%	99%
					a		c						a
Landline	837	**	829	98	734	487	345	93	76	126	430	178	378
	92%	**	92%	82%	94%	92%	92%	87%	91%	95%	90%	92%	90%
					a	c	c			b			
Pay TV service	478	**	469	44	429	264	210	45	35	-	478	60	419
	52%	**	52%	37%	55%	50%	56%	43%	41%	-%	100%	31%	100%
					a	cd	acd				a		a
Mobile Phone	188	**	178	46	135	111	70	20	15	33	83	54	62
	21%	**	20%	38%	17%	21%	19%	19%	18%	25%	17%	28%	15%
				b						b		b	
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	**	353	25	328	199	154	33	25	-	353	32	321
	39%	**	39%	21%	42%	38%	41%	31%	30%	-%	74%	17%	77%
					a	cd	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	**	339	43	295	202	136	49	41	100	10	108	2
	37%	**	38%	36%	38%	38%	36%	46%	49%	75%	2%	56%	1%
								ab	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	**	58	6	52	27	31	3	3	-	58	8	50
	6%	**	6%	5%	7%	5%	8%	3%	4%	-%	12%	4%	12%
							acd				a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	**	74	19	56	53	22	6	5	24	-	24	-
	8%	**	8%	16%	7%	10%	6%	6%	6%	18%	-%	13%	-%
				b		bc				b		b	

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

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

Q7A/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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2056	17	2021	305	1733	1206	832	269	198	300	896	420	776
Effective Weighted Sample	1809	15	1791	265	1542	1067	737	226	176	279	806	377	704
Total	911	5	897	120	783	530	373	106	84	133	478	192	419
FIXED BROADBAND AND PAY TV	42	**	42	6	36	24	18	5	3	-	42	6	36
	5%	**	5%	5%	5%	4%	5%	5%	4%	-%	9%	3%	9%
											a		a
MOBILE PHONE AND FIXED BROADBAND	26	**	26	14	12	17	9	7	4	7	1	7	-
	3%	**	3%	12%	2%	3%	2%	7%	5%	5%	*%	4%	-%
				b				ab		b		b	
MOBILE PHONE AND PAY TV	15	**	10	4	9	8	4	2	2	-	15	10	5
	2%	**	1%	3%	1%	2%	1%	2%	2%	-%	3%	5%	1%
				b							a	b	
LANDLINE AND MOBILE PHONE	8	**	4	3	3	3	2	1	1	2	4	3	3
	1%	**	*%	2%	*%	1%	*%	1%	1%	2%	1%	2%	1%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	5	1	4	3	2	1	1	-	5	1	4
	1%	**	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
LANDLINE AND PAY TV	5	**	1	2	-	2	-	1	*	-	5	2	3
	*%	**	*%	2%	-%	*%	-%	1%	1%	-%	1%	1%	1%
				b				b	b				

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

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

Q7A/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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2056	540	656	95	61	178	338	30	25	1196	516	1484	572
Effective Weighted Sample	1809	477	599	78	54	171	328	27	23	1076	499	1310	502
Total	911	273	338	41	29	68	129	10	9	611	197	674	237
Fixed Broadband	897	265	335	**	**	68	129	**	**	600	196	664	234
	98%	97%	99%	**	**	99%	100%	**	**	98%	100%	98%	99%
			a								a		
Landline	837	250	306	**	**	64	124	**	**	556	188	609	229
	92%	92%	90%	**	**	93%	96%	**	**	91%	95%	90%	96%
											a		a
Pay TV service	478	225	254	**	**	-	-	**	**	478	-	374	105
	52%	82%	75%	**	**	-%	-%	**	**	78%	-%	55%	44%
		b								b		b	
Mobile Phone	188	54	61	**	**	18	24	**	**	116	42	137	51
	21%	20%	18%	**	**	27%	19%	**	**	19%	22%	20%	21%
						b							
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	169	185	**	**	-	-	**	**	353	-	274	80
	39%	62%	55%	**	**	-%	-%	**	**	58%	-%	41%	34%
		b								b		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	37	73	**	**	50	105	**	**	110	155	236	102
	37%	13%	22%	**	**	73%	81%	**	**	18%	78%	35%	43%
			a				a				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	26	32	**	**	-	-	**	**	58	-	41	17
	6%	9%	10%	**	**	-%	-%	**	**	10%	-%	6%	7%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	11	13	**	**	13	19	**	**	24	32	49	25
	8%	4%	4%	**	**	19%	15%	**	**	4%	16%	7%	11%
											a		a
FIXED BROADBAND AND PAY TV	42	16	26	**	**	-	-	**	**	42	-	37	5
	5%	6%	8%	**	**	-%	-%	**	**	7%	-%	6%	2%
										b		b	

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2056	540	656	95	61	178	338	30	25	1196	516	1484	572
Effective Weighted Sample	1809	477	599	78	54	171	328	27	23	1076	499	1310	502
Total	911	273	338	41	29	68	129	10	9	611	197	674	237
MOBILE PHONE AND FIXED BROADBAND	26	3	4	**	**	5	5	**	**	7	10	21	5
	3%	1%	1%	**	**	7%	4%	**	**	1%	5% a	3%	2%
MOBILE PHONE AND PAY TV	15	8	8	**	**	-	-	**	**	15	-	14	1
	2%	3%	2%	**	**	-%	-%	**	**	3% b	-%	2% b	1%
LANDLINE AND MOBILE PHONE	8	4	2	**	**	*	*	**	**	6	1	6	2
	1%	1%	1%	**	**	1%	*%	**	**	1%	*%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	3	**	**	-	-	**	**	5	-	5	*
	1%	1%	1%	**	**	-%	-%	**	**	1% b	-%	1%	*%
LANDLINE AND PAY TV	5	4	1	**	**	-	-	**	**	5	-	3	2
	*%	1% b	*%	**	**	-%	-%	**	**	1%	-%	*%	1%

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

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

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

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2056	885	563	142	488	-	93	715	792	1600	451	122	403	799	849
Effective Weighted Sample	1809	833	540	136	417	-	73	617	716	1405	406	106	334	711	762
Total	911	339	353	58	171	-	35	319	376	730	179	46	167	374	367
Fixed Broadband	897	339	353	58	158	**	**	313	373	719	176	45	162	370	363
	98%	100%	100%	100%	92%	**	**	98%	99%	98%	98%	97%	96%	99%	99%
		d	d	d					bf					a	a
Landline	837	339	353	58	97	**	**	281	358	662	173	45	136	346	353
	92%	100%	100%	100%	57%	**	**	88%	95%	91%	97%	97%	81%	93%	96%
		d	d	d					bd		bd	bd		a	ab
Pay TV service	478	10	353	58	67	**	**	186	197	400	78	17	93	210	175
	52%	3%	100%	100%	39%	**	**	58%	52%	55%	43%	37%	55%	56%	48%
			ad	ad	a			cef	ef	ef			c	c	
Mobile Phone	188	10	-	58	129	**	**	62	67	143	44	11	38	70	78
	21%	3%	-%	100%	76%	**	**	20%	18%	20%	24%	23%	23%	19%	21%
		b		abd	ab						bcd				
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	-	353	-	-	**	**	132	154	295	58	11	60	160	133
	39%	-%	100%	-%	-%	**	**	41%	41%	40%	32%	24%	36%	43%	36%
			acd					ef	ef	ef				ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	339	-	-	10	**	**	106	147	262	76	23	52	136	150
	37%	100%	-%	-%	6%	**	**	33%	39%	36%	43%	49%	31%	36%	41%
		bcd			bc				b		bd	bcd			a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	-	-	58	-	**	**	19	23	44	14	4	9	21	28
	6%	-%	-%	100%	-%	**	**	6%	6%	6%	8%	8%	5%	6%	8%
				abd											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	-	-	-	74	**	**	20	30	52	22	6	9	27	38
	8%	-%	-%	-%	43%	**	**	6%	8%	7%	13%	13%	6%	7%	10%
					abc						bcd	bd			ab
FIXED BROADBAND AND PAY TV	42	-	-	-	42	**	**	24	12	40	2	1	17	17	8
	5%	-%	-%	-%	24%	**	**	7%	3%	5%	1%	2%	10%	4%	2%
					abc			cef	e	ce			bc	c	

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

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

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2056	885	563	142	488	-	93	715	792	1600	451	122	403	799	849
Effective Weighted Sample	1809	833	540	136	417	-	73	617	716	1405	406	106	334	711	762
Total	911	339	353	58	171	-	35	319	376	730	179	46	167	374	367
MOBILE PHONE AND FIXED BROADBAND	26	-	-	-	26	**	**	11	5	22	4	1	12	8	6
	3%	-%	-%	-%	15%	**	**	4%	1%	3%	2%	1%	7%	2%	2%
					abc			c		c			bc		
MOBILE PHONE AND PAY TV	15	10	-	-	15	**	**	7	5	13	2	*	3	9	3
	2%	3%	-%	-%	9%	**	**	2%	1%	2%	1%	1%	2%	3%	1%
		bc			abc									c	
LANDLINE AND MOBILE PHONE	8	-	-	-	8	**	**	3	2	7	1	-	3	3	2
	1%	-%	-%	-%	5%	**	**	1%	1%	1%	1%	-%	2%	1%	1%
					abc								c		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	-	5	**	**	2	2	5	-	-	2	2	1
	1%	-%	-%	-%	3%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
					abc								c		
LANDLINE AND PAY TV	5	-	-	-	5	**	**	2	1	3	1	1	2	1	2
	*%	-%	-%	-%	3%	**	**	1%	*%	*%	1%	3%	1%	*%	1%
					ab							bcde	b		

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

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

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

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2056	1076	970	624	573	398	440	1695	191	118	52	280	854	608	587	1184
Effective Weighted Sample	1809	954	847	561	503	351	379	1491	168	105	45	242	746	540	511	1059
Total	911	482	426	289	263	178	172	745	88	53	25	120	380	282	247	544
Fixed Broadband	897	478	416	285	258	175	169	733	87	53	**	118	373	279	242	539
	98%	99%	98%	99%	98%	98%	98%	98%	99%	100%	**	98%	98%	99%	98%	99%
		b														a
Landline	837	450	385	265	242	161	159	681	83	50	**	108	351	260	225	506
	92%	93%	90%	92%	92%	90%	92%	91%	95%	94%	**	90%	93%	92%	91%	93%
		b														
Pay TV service	478	242	236	142	137	103	91	391	45	29	**	67	206	147	131	288
	52%	50%	55%	49%	52%	58%	53%	52%	51%	54%	**	55%	54%	52%	53%	53%
			a			a										
Mobile Phone	188	105	80	62	51	42	31	157	15	13	**	20	80	56	57	104
	21%	22%	19%	22%	19%	23%	18%	21%	17%	24%	**	17%	21%	20%	23%	19%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	353	176	177	106	101	74	69	286	36	21	**	49	152	113	93	219
	39%	36%	42%	37%	38%	41%	40%	38%	41%	39%	**	41%	40%	40%	38%	40%
			a													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	339	191	146	114	102	55	65	275	36	18	**	46	134	104	87	206
	37%	40%	34%	40%	39%	31%	37%	37%	41%	34%	**	38%	35%	37%	35%	38%
		b		c	c		c									
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	58	34	24	15	17	14	10	48	5	4	**	5	28	16	17	35
	6%	7%	6%	5%	7%	8%	6%	6%	5%	8%	**	4%	7%	6%	7%	6%
													a			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	74	44	30	28	18	17	12	61	7	6	**	7	29	25	22	42
	8%	9%	7%	10%	7%	9%	7%	8%	8%	10%	**	6%	8%	9%	9%	8%
FIXED BROADBAND AND PAY TV	42	19	23	12	12	10	9	36	2	3	**	7	15	12	13	22
	5%	4%	5%	4%	4%	6%	5%	5%	3%	5%	**	6%	4%	4%	5%	4%

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

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

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

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2056	1076	970	624	573	398	440	1695	191	118	52	280	854	608	587	1184
Effective Weighted Sample	1809	954	847	561	503	351	379	1491	168	105	45	242	746	540	511	1059
Total	911	482	426	289	263	178	172	745	88	53	25	120	380	282	247	544
MOBILE PHONE AND FIXED BROADBAND	26	11	14	9	7	5	5	22	2	1	**	3	11	9	8	13
	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	**	2%	3%	3%	3%	2%
MOBILE PHONE AND PAY TV	15	9	6	7	4	3	2	13	2	*	**	4	5	5	5	9
	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	**	3%	1%	2%	2%	2%
												b				
LANDLINE AND MOBILE PHONE	8	4	4	2	3	1	2	8	-	*	**	1	5	2	4	3
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**	*%	1%	1%	1%	1%
															b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	3	2	2	2	2	*	5	-	*	**	2	3	1	1	2
	1%	1%	1%	1%	1%	1%	*%	1%	-%	*%	**	1%	1%	*%	1%	*%
LANDLINE AND PAY TV	5	1	4	1	1	*	2	4	*	1	**	1	3	1	1	1
	*%	*%	1%	*%	*%	*%	1%	*%	1%	1%	**	1%	1%	*%	1%	*%
			a													

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

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

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Mobile Phone	1159	95	638	165	569	442	291	83	64	1159	-	1159	-	696	463	187
	77%	64%	76%	65%	78%	75%	74%	75%	77%	100%	-%	94%	-%	83%	90%	86%
			a		a					b		b			ac	
Free TV Service	312	52	188	76	164	145	94	27	21	240	42	260	23	185	98	38
	21%	36%	22%	30%	22%	25%	24%	24%	26%	21%	23%	21%	21%	22%	19%	18%
		b		b										bc		
Pay TV service	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
	15%	19%	15%	21%	14%	15%	17%	19%	21%	14%	17%	15%	17%	14%	16%	12%
				b					a							
Fixed Broadband	177	38	3	39	2	26	15	8	5	131	4	133	1	85	49	21
	12%	26%	*%	16%	*%	4%	4%	7%	6%	11%	2%	11%	1%	10%	10%	9%
		b		b				b		b		b				
Landline	147	147	-	147	-	77	71	24	13	95	8	99	3	54	49	13
	10%	100%	-%	58%	-%	13%	18%	22%	15%	8%	4%	8%	3%	6%	9%	6%
		b		b			a	a		b		b			ac	
NONE	147	-	125	19	106	72	53	8	7	-	107	43	64	77	30	19
	10%	-%	15%	8%	15%	12%	14%	7%	8%	-%	57%	3%	60%	9%	6%	9%
			a		a	c	c				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.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Mobile Phone	1159	131	669	198	602	478	322	103	78	168	369	201	335
	77%	74%	75%	68%	77%	75%	74%	74%	75%	75%	77%	71%	80%
					a								a
Free TV Service	312	46	196	75	167	161	81	36	30	-	-	-	-
	21%	26%	22%	26%	21%	25%	19%	26%	29%	-%	-%	-%	-%
				b		b		b	b				
Pay TV service	224	34	131	59	105	101	64	24	18	224	-	224	-
	15%	19%	15%	20%	13%	16%	15%	17%	17%	100%	-%	79%	-%
		b		b						b		b	
Fixed Broadband	177	177	-	177	-	115	62	35	20	34	4	35	2
	12%	100%	-%	61%	-%	18%	14%	25%	19%	15%	1%	12%	1%
		b		b		b		ab	b	b		b	
Landline	147	38	14	45	8	36	17	9	6	29	10	33	6
	10%	22%	2%	15%	1%	6%	4%	6%	6%	13%	2%	11%	1%
		b		b						b		b	
NONE	147	-	138	21	117	74	64	13	10	-	106	24	82
	10%	-%	15%	7%	15%	12%	15%	9%	10%	-%	22%	8%	20%
			a		a		ac				a		a

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Mobile Phone	1159	235	301	37	**	71	169	**	**	536	240	860	299
	77%	76%	77%	72%	**	75%	78%	**	**	76%	77%	78%	75%
												b	
Free TV Service	312	-	-	-	**	95	217	**	**	-	312	186	126
	21%	-%	-%	-%	**	100%	100%	**	**	-%	100%	17%	31%
											a		a
Pay TV service	224	84	139	20	**	-	-	**	**	224	-	183	41
	15%	27%	35%	39%	**	-%	-%	**	**	32%	-%	17%	10%
			a	a						b		b	
Fixed Broadband	177	18	19	7	**	16	30	**	**	38	46	145	32
	12%	6%	5%	13%	**	17%	14%	**	**	5%	15%	13%	8%
				ab							a	b	
Landline	147	13	26	2	**	12	41	**	**	39	52	78	69
	10%	4%	7%	4%	**	12%	19%	**	**	6%	17%	7%	17%
			a				a				a		a
NONE	147	48	58	7	**	-	-	**	**	106	-	108	39
	10%	15%	15%	14%	**	-%	-%	**	**	15%	-%	10%	10%
										b			

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Mobile Phone	1159	303	333	-	35	487	144	450	390	984	171	54	373	420	363
	77%	90%	94%	-%	21%	83%	80%	79%	80%	79%	67%	65%	81%	78%	73%
		cde	acde		c	cd	ef	ef	ef	ef			c	c	
Free TV Service	312	155	-	-	42	115	14	86	119	219	92	38	55	102	154
	21%	46%	-%	-%	25%	19%	8%	15%	24%	18%	36%	45%	12%	19%	31%
		bcde			bce	bc		a	abd	a	abcd	abcd		a	ab
Pay TV service	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
	15%	30%	-%	-%	19%	15%	14%	15%	16%	15%	14%	14%	15%	14%	16%
		bcde			bc	bc									
Fixed Broadband	177	-	-	-	5	172	28	94	39	161	15	3	83	57	36
	12%	-%	-%	-%	3%	29%	15%	16%	8%	13%	6%	4%	18%	11%	7%
					abc	abcd	cef	cdef		cef			bc	c	
Landline	147	-	-	-	16	132	11	42	41	94	54	33	30	41	76
	10%	-%	-%	-%	9%	22%	6%	7%	8%	8%	21%	40%	7%	8%	15%
					abc	abcd					abcd	abcde			ab
NONE	147	21	20	58	55	3	10	52	55	117	29	9	32	55	58
	10%	6%	6%	100%	32%	*%	5%	9%	11%	9%	11%	11%	7%	10%	12%
		e	e	abde	abe			a	a	a	a	a		a	a

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Mobile Phone	1159	585	567	314	327	234	266	969	102	56	**	220	439	293	350	624
	77%	75%	80%	76%	79%	75%	77%	77%	78%	72%	**	80%	76%	77%	76%	78%
			a		c											
Free TV Service	312	169	141	92	87	49	78	270	21	13	**	52	118	87	96	170
	21%	22%	20%	22%	21%	16%	23%	22%	16%	17%	**	19%	21%	23%	21%	21%
				c	c		c	b								
Pay TV service	224	125	96	67	64	55	37	181	24	15	**	32	88	71	59	125
	15%	16%	14%	16%	16%	18%	11%	14%	18%	19%	**	12%	15%	19%	13%	16%
		b		d	d	d							a	a		
Fixed Broadband	177	91	84	41	59	34	39	153	13	8	**	36	63	46	51	90
	12%	12%	12%	10%	14%	11%	11%	12%	10%	10%	**	13%	11%	12%	11%	11%
					ac											
Landline	147	77	69	37	31	29	48	123	15	6	**	28	61	28	55	66
	10%	10%	10%	9%	8%	9%	14%	10%	12%	8%	**	10%	11%	7%	12%	8%
							abc						c		b	
NONE	147	83	63	37	42	36	30	122	14	8	**	22	58	39	41	83
	10%	11%	9%	9%	10%	12%	9%	10%	11%	11%	**	8%	10%	10%	9%	10%

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

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

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

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

		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	2056	40	1826	283	1583	1145	721	220	162	1447	508	1674	281	1218	737	249
Effective Weighted Sample	1809	37	1628	248	1416	1014	651	185	146	1292	454	1483	253	1076	655	215
Total	911	16	837	122	731	521	332	87	71	672	188	751	108	530	329	104
As a package of services	742	**	691	9	691	424	276	68	56	591	107	591	107	424	274	78
	81%	**	83%	7%	94%	81%	83%	78%	79%	88%	57%	79%	99%	80%	83%	75%
					a					b			a		c	
As individual services	126	**	104	105	7	70	42	16	11	67	54	121	-	79	42	20
	14%	**	12%	86%	1%	13%	13%	18%	16%	10%	29%	16%	-%	15%	13%	19%
				b				b			a	b				b
Some but not all as a package of services	43	**	42	9	34	28	15	3	3	13	27	40	1	27	14	6
	5%	**	5%	7%	5%	5%	4%	4%	5%	2%	14%	5%	1%	5%	4%	6%
											a	b				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2056	17	2021	305	1733	1206	832	269	198	300	896	420	776
Effective Weighted Sample	1809	15	1791	265	1542	1067	737	226	176	279	806	377	704
Total	911	5	897	120	783	530	373	106	84	133	478	192	419
As a package of services	742	**	735	4	734	431	307	83	66	101	401	101	400
	81%	**	82%	3%	94%	81%	82%	78%	78%	76%	84%	53%	96%
					a						a		a
As individual services	126	**	120	115	7	74	48	20	15	26	50	75	1
	14%	**	13%	96%	1%	14%	13%	18%	18%	20%	10%	39%	*%
				b				b		b		b	
Some but not all as a package of services	43	**	43	1	42	24	18	3	3	6	28	16	18
	5%	**	5%	1%	5%	5%	5%	3%	4%	4%	6%	8%	4%
					a							b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2056	540	656	95	61	178	338	30	25	1196	516	1484	572
Effective Weighted Sample	1809	477	599	78	54	171	328	27	23	1076	499	1310	502
Total	911	273	338	41	29	68	129	10	9	611	197	674	237
As a package of services	742	229	273	**	**	57	106	**	**	502	163	550	193
	81%	84%	81%	**	**	84%	82%	**	**	82%	82%	82%	81%
As individual services	126	33	43	**	**	9	20	**	**	75	30	94	33
	14%	12%	13%	**	**	14%	16%	**	**	12%	15%	14%	14%
Some but not all as a package of services	43	12	22	**	**	2	3	**	**	34	5	31	12
	5%	4%	7%	**	**	3%	2%	**	**	6%	3%	5%	5%
										b			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2056	885	563	142	488	-	93	715	792	1600	451	122	403	799	849
Effective Weighted Sample	1809	833	540	136	417	-	73	617	716	1405	406	106	334	711	762
Total	911	339	353	58	171	-	35	319	376	730	179	46	167	374	367
As a package of services	742	289	313	41	102	**	**	256	314	595	145	38	132	308	300
	81%	85%	89%	70%	60%	**	**	80%	83%	82%	81%	82%	79%	82%	82%
		cd	cd	d											
As individual services	126	50	25	6	54	**	**	52	40	98	28	7	27	50	50
	14%	15%	7%	10%	31%	**	**	16%	11%	13%	16%	15%	16%	13%	13%
		b			abc			c		c	c				
Some but not all as a package of services	43	-	16	12	15	**	**	12	22	36	6	2	8	16	18
	5%	-%	4%	20%	9%	**	**	4%	6%	5%	4%	4%	5%	4%	5%
			a	abd	ab				b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2056	1076	970	624	573	398	440	1695	191	118	52	280	854	608	587	1184
Effective Weighted Sample	1809	954	847	561	503	351	379	1491	168	105	45	242	746	540	511	1059
Total	911	482	426	289	263	178	172	745	88	53	25	120	380	282	247	544
As a package of services	742	393	347	233	220	142	139	610	70	43	**	102	307	231	202	444
	81%	81%	82%	81%	84%	80%	81%	82%	79%	80%	**	85%	81%	82%	81%	82%
As individual services	126	67	59	46	28	27	23	104	11	9	**	12	52	39	31	75
	14%	14%	14%	16%	11%	15%	14%	14%	12%	16%	**	10%	14%	14%	13%	14%
				b		b										
Some but not all as a package of services	43	23	19	10	14	9	10	32	7	2	**	6	20	12	15	26
	5%	5%	5%	3%	5%	5%	6%	4%	8%	4%	**	5%	5%	4%	6%	5%
							a		a							

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		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	93	1	89	14	76	60	30	7	7	20	71	89	2	60	31	14
Effective Weighted Sample	81	1	79	14	67	54	26	6	6	20	67	80	2	55	27	13
Total	43	*	42	9	34	28	15	3	3	13	27	40	1	27	14	6
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	93	-	93	1	92	54	39	7	7	13	55	29	39
Effective Weighted Sample	81	-	81	1	80	50	32	6	6	13	48	26	34
Total	43	-	43	1	42	24	18	3	3	6	28	16	18
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	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	93	26	42	6	5	5	8	-	-	68	13	64	29
Effective Weighted Sample	81	24	36	5	5	5	8	-	-	60	13	56	26
Total	43	12	22	2	2	2	3	-	-	34	5	31	12
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	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	93	-	22	29	42	-	5	24	45	74	18	5	18	33	41
Effective Weighted Sample	81	-	21	28	39	-	4	20	40	65	18	5	16	29	36
Total	43	-	16	12	15	-	2	12	22	36	6	2	8	16	18
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	93	48	43	20	28	22	23	71	14	6	2	14	44	24	33	55
Effective Weighted Sample	81	43	37	18	24	20	19	65	12	5	2	12	39	22	30	48
Total	43	23	19	10	14	9	10	32	7	2	2	6	20	12	15	26
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	93	48	43	20	28	22	23	71	14	6	2	14	44	24	33	55
Effective Weighted Sample	81	43	37	18	24	20	19	65	12	5	2	12	39	22	30	48
Total	43	23	19	10	14	9	10	32	7	2	2	6	20	12	15	26
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		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	34	-	34	8	26	18	16	5	4	-	34	22	12	28	6	8
Effective Weighted Sample	32	-	32	7	25	17	16	5	4	-	32	21	11	26	6	8
Total	14	-	14	3	11	8	7	2	2	-	14	9	5	12	2	4
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	34	-	34	7	27	23	11	5	4	-	34	21	13
Effective Weighted Sample	32	-	32	7	26	22	11	5	4	-	32	21	12
Total	14	-	14	3	11	10	5	2	2	-	14	9	5
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	34	16	18	4	3	-	-	-	-	34	-	29	5
Effective Weighted Sample	32	15	18	4	3	-	-	-	-	32	-	27	5
Total	14	7	8	2	1	-	-	-	-	14	-	12	2
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	34	22	-	-	34	-	-	16	12	28	5	1	5	20	8
Effective Weighted Sample	32	22	-	-	32	-	-	15	12	26	5	1	5	19	8
Total	14	10	-	-	14	-	-	7	6	12	2	*	2	9	3
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	34	23	10	15	7	5	7	28	3	3	-	6	14	11	11	19
Effective Weighted Sample	32	22	10	14	7	5	7	26	3	3	-	6	13	11	10	18
Total	14	10	4	6	3	2	3	12	1	1	-	3	6	5	4	8
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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	1737	22	1582	36	1568	982	622	178	134	1295	350	1364	281	1016	629	199
Effective Weighted Sample	1539	21	1415	33	1402	874	560	149	121	1155	318	1217	253	903	561	174
Total	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
Fixed Broadband	772	**	723	**	714	444	286	70	59	602	124	628	98	442	284	83
	98%	**	99%	**	99%	98%	99%	98%	99%	100%	93%	100%	91%	98%	99%	99%
										b		b				
Landline	722	**	722	**	722	443	279	71	59	569	112	594	87	417	263	76
	92%	**	99%	**	100%	98%	96%	100%	100%	94%	84%	94%	81%	93%	92%	90%
						b		b	b	b		b				
Pay TV service	416	**	376	**	368	232	151	27	22	335	59	345	49	228	166	42
	53%	**	51%	**	51%	51%	52%	37%	36%	55%	44%	55%	45%	50%	58%	50%
						cd	cd			b		b			a	
Mobile Phone	108	**	90	**	89	55	38	6	5	-	108	-	108	80	28	16
	14%	**	12%	**	12%	12%	13%	8%	8%	-%	80%	-%	100%	18%	10%	19%
											a		a	b		b
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	**	322	**	322	199	122	25	21	296	9	305	-	171	134	30
	41%	**	44%	**	44%	44%	42%	35%	35%	49%	6%	48%	-%	38%	47%	36%
						cd				b		b			ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	310	**	310	**	310	188	122	40	34	269	16	286	-	178	107	32
	40%	**	42%	**	43%	42%	42%	56%	57%	45%	12%	45%	-%	40%	37%	38%
								ab	ab	b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	**	41	**	41	22	19	1	1	-	41	-	41	29	12	6
	5%	**	6%	**	6%	5%	6%	2%	2%	-%	30%	-%	38%	6%	4%	7%
							cd				a		a			
FIXED BROADBAND AND PAY TV	42	**	8	**	-	6	7	*	-	36	1	37	-	20	17	5
	5%	**	1%	**	-%	1%	2%	*%	-%	6%	1%	6%	-%	4%	6%	6%
										b		b				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	42	**	42	27	15	4	3	-	42	-	42	34	8	7
	5%	**	6%	**	6%	6%	5%	5%	5%	-%	31%	-%	39%	7%	3%	8%
											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.

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	1737	22	1582	36	1568	982	622	178	134	1295	350	1364	281	1016	629	199
Effective Weighted Sample	1539	21	1415	33	1402	874	560	149	121	1155	318	1217	253	903	561	174
Total	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
MOBILE PHONE AND FIXED BROADBAND	12	**	1	**	-	1	2	-	-	-	12	-	12	7	5	2
	2%	**	*%	**	-%	*%	1%	-%	-%	-%	9% a	-%	11% a	2%	2%	3%
MOBILE PHONE AND PAY TV	5	**	2	**	2	1	2	-	-	-	5	-	5	3	2	-
	1%	**	*%	**	*%	*%	1%	-%	-%	-%	4% a	-%	5% a	1%	1%	-%
LANDLINE AND MOBILE PHONE	5	**	5	**	5	4	1	1	1	-	5	-	5	4	1	1
	1%	**	1%	**	1%	1%	*%	1%	1%	-%	4% a	-%	4% a	1%	*%	1%
LANDLINE AND PAY TV	3	**	3	**	3	3	1	1	-	3	-	3	-	2	1	*
	*%	**	*%	**	*%	1%	*%	1%	-%	*%	-%	*%	-%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	**	-	**	-	1	-	*	-	-	3	-	3	3	*	1
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	2% a	-%	3% a	1%	*%	1% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1737	9	1719	12	1716	1013	715	213	158	239	791	256	774
Effective Weighted Sample	1539	8	1529	10	1526	901	635	181	142	223	718	235	703
Total	785	3	778	5	776	455	326	87	69	107	429	118	418
Fixed Broadband	772	**	772	**	772	449	323	85	68	105	418	116	408
	98%	**	99%	**	99%	99%	99%	98%	99%	99%	97%	98%	97%
Landline	722	**	718	**	716	419	301	76	63	102	378	113	368
	92%	**	92%	**	92%	92%	92%	88%	92%	96%	88%	96%	88%
										b		b	
Pay TV service	416	**	411	**	410	230	184	35	26	-	416	-	416
	53%	**	53%	**	53%	51%	56%	41%	38%	-%	97%	-%	100%
						cd	acd				a		a
Mobile Phone	108	**	103	**	102	60	44	11	8	19	52	19	51
	14%	**	13%	**	13%	13%	14%	13%	11%	17%	12%	17%	12%
										b			
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	**	322	**	322	183	139	27	20	-	322	-	322
	41%	**	41%	**	41%	40%	43%	31%	29%	-%	75%	-%	77%
						cd	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	310	**	310	**	310	187	123	43	37	88	10	98	-
	40%	**	40%	**	40%	41%	38%	50%	54%	83%	2%	83%	-%
								ab	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	**	41	**	41	18	23	2	2	-	41	-	41
	5%	**	5%	**	5%	4%	7%	2%	3%	-%	9%	-%	10%
							acd				a		a
FIXED BROADBAND AND PAY TV	42	**	42	**	42	24	19	5	3	-	42	-	42
	5%	**	5%	**	5%	5%	6%	6%	4%	-%	10%	-%	10%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	42	**	42	27	15	3	3	12	*	13	-
	5%	**	5%	**	5%	6%	4%	3%	4%	12%	*%	11%	-%
										b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1737	9	1719	12	1716	1013	715	213	158	239	791	256	774
Effective Weighted Sample	1539	8	1529	10	1526	901	635	181	142	223	718	235	703
Total	785	3	778	5	776	455	326	87	69	107	429	118	418
MOBILE PHONE AND FIXED BROADBAND	12	**	12	**	12	9	4	5	2	5	-	5	-
	2%	**	2%	**	2%	2%	1%	5%	3%	4%	-%	4%	-%
								ab		b		b	
MOBILE PHONE AND PAY TV	5	**	2	**	2	1	2	-	-	-	5	-	5
	1%	**	*%	**	*%	*%	1%	-%	-%	-%	1%	-%	1%
LANDLINE AND MOBILE PHONE	5	**	3	**	2	3	*	1	1	2	3	2	2
	1%	**	*%	**	*%	1%	*%	1%	1%	1%	1%	2%	*%
LANDLINE AND PAY TV	3	**	1	**	-	2	1	1	*	-	3	-	3
	*%	**	*%	**	-%	*%	*%	1%	1%	-%	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	2	1	1	1	-	3	-	3
	*%	**	*%	**	*%	*%	*%	1%	1%	-%	1%	-%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1737	466	564	78	54	152	282	24	19	1030	434	1248	489
Effective Weighted Sample	1539	417	516	65	48	147	275	22	18	933	422	1108	434
Total	785	241	295	34	26	59	109	8	7	536	168	580	205
Fixed Broadband	772	233	290	**	**	59	109	**	**	523	167	569	203
	98%	97%	98%	**	**	100%	100%	**	**	98%	100% a	98%	99%
Landline	722	218	263	**	**	57	107	**	**	481	164	523	199
	92%	90%	89%	**	**	96%	98%	**	**	90%	98% a	90%	97% a
Pay TV service	416	198	218	**	**	-	-	**	**	416	-	324	92
	53%	82% b	74%	**	**	-%	-%	**	**	78% b	-%	56% b	45%
Mobile Phone	108	35	36	**	**	10	13	**	**	71	23	82	25
	14%	15%	12%	**	**	16%	12%	**	**	13%	14%	14%	12%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	157	165	**	**	-	-	**	**	322	-	244	78
	41%	65% b	56%	**	**	-%	-%	**	**	60% b	-%	42%	38%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	310	32	66	**	**	49	95	**	**	98	145	215	96
	40%	13%	22% a	**	**	84%	88%	**	**	18%	86% a	37%	47% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	19	22	**	**	-	-	**	**	41	-	32	8
	5%	8%	7%	**	**	-%	-%	**	**	8% b	-%	6%	4%
FIXED BROADBAND AND PAY TV	42	15	27	**	**	-	-	**	**	42	-	37	5
	5%	6%	9%	**	**	-%	-%	**	**	8% b	-%	6% b	2%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	5	7	**	**	7	12	**	**	13	19	26	15
	5%	2%	3%	**	**	12%	11%	**	**	2%	11% a	5%	7% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1737	466	564	78	54	152	282	24	19	1030	434	1248	489
Effective Weighted Sample	1539	417	516	65	48	147	275	22	18	933	422	1108	434
Total	785	241	295	34	26	59	109	8	7	536	168	580	205
MOBILE PHONE AND FIXED BROADBAND	12	3	2	**	**	2	2	**	**	5	4	11	1
	2%	1%	1%	**	**	4%	2%	**	**	1%	2%	2%	1%
											a	b	
MOBILE PHONE AND PAY TV	5	3	2	**	**	-	-	**	**	5	-	5	-
	1%	1%	1%	**	**	-%	-%	**	**	1%	-%	1%	-%
										b		b	
LANDLINE AND MOBILE PHONE	5	3	1	**	**	*	-	**	**	4	*	4	1
	1%	1%	*%	**	**	*%	-%	**	**	1%	*%	1%	*%
LANDLINE AND PAY TV	3	2	2	**	**	-	-	**	**	3	-	2	1
	*%	1%	1%	**	**	-%	-%	**	**	1%	-%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	**	**	-	-	**	**	3	-	3	-
	*%	1%	*%	**	**	-%	-%	**	**	1%	-%	1%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1737	760	523	127	332	-	70	581	698	1349	383	105	325	676	731
Effective Weighted Sample	1539	715	503	123	289	-	55	506	632	1194	350	96	273	606	659
Total	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
Fixed Broadband	772	286	328	52	105	**	**	260	333	619	151	39	134	320	316
	98%	99%	100%	100%	89%	**	**	97%	99%	98%	100%	100%	96%	99%	99%
		d	d	d					b		bd			a	a
Landline	722	286	321	52	63	**	**	236	316	571	149	39	114	300	306
	92%	99%	98%	99%	53%	**	**	88%	94%	90%	99%	99%	81%	92%	96%
		bd	d	d					bd		bcd	bcd		a	ab
Pay TV service	416	2	321	50	45	**	**	159	174	347	68	15	81	180	155
	53%	1%	98%	95%	38%	**	**	59%	52%	55%	45%	37%	57%	55%	49%
			ad	ad	a			cef	ef	ef			c	c	
Mobile Phone	108	2	-	41	67	**	**	35	39	81	26	7	22	38	47
	14%	1%	-%	78%	57%	**	**	13%	12%	13%	17%	17%	16%	12%	15%
		b		abd	ab						cd				
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	-	313	9	-	**	**	117	140	264	57	12	52	144	125
	41%	-%	95%	17%	-%	**	**	44%	42%	42%	38%	30%	37%	44%	39%
			acd	ad				f	f	f				a	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	310	286	8	2	14	**	**	93	141	242	67	20	47	126	136
	40%	99%	2%	4%	12%	**	**	35%	42%	38%	44%	52%	34%	39%	43%
		bcd			bc				b		bd	bd			a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	-	-	41	-	**	**	13	16	30	10	2	6	15	19
	5%	-%	-%	77%	-%	**	**	5%	5%	5%	7%	6%	4%	5%	6%
				abd											
FIXED BROADBAND AND PAY TV	42	-	7	*	34	**	**	21	15	41	1	*	17	16	9
	5%	-%	2%	1%	29%	**	**	8%	5%	6%	1%	1%	12%	5%	3%
			a	a	abc			cef	e	ef			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	-	-	*	41	**	**	9	18	27	15	4	4	13	25
	5%	-%	-%	1%	35%	**	**	3%	5%	4%	10%	11%	3%	4%	8%
				ab	abc						bcd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1737	760	523	127	332	-	70	581	698	1349	383	105	325	676	731
Effective Weighted Sample	1539	715	503	123	289	-	55	506	632	1194	350	96	273	606	659
Total	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
MOBILE PHONE AND FIXED BROADBAND	12	-	-	-	12	**	**	6	2	11	1	-	6	5	2
	2%	-%	-%	-%	11%	**	**	2%	1%	2%	1%	-%	4%	1%	1%
					abc			ce					bc		
MOBILE PHONE AND PAY TV	5	2	-	-	5	**	**	3	1	5	-	-	2	3	*
	1%	1%	-%	-%	4%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
		b			abc			e					c	c	
LANDLINE AND MOBILE PHONE	5	-	-	-	5	**	**	2	1	4	*	-	2	1	1
	1%	-%	-%	-%	4%	**	**	1%	*%	1%	*%	-%	2%	*%	*%
					abc								bc		
LANDLINE AND PAY TV	3	-	1	-	3	**	**	3	1	3	-	-	2	1	1
	*%	-%	*%	-%	2%	**	**	1%	*%	1%	-%	-%	1%	*%	*%
					ab								c		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	-	-	-	3	**	**	2	1	3	-	-	2	1	*
	*%	-%	-%	-%	3%	**	**	1%	*%	1%	-%	-%	1%	*%	*%
					ab								c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1737	915	814	517	493	333	377	1431	165	95	46	244	727	509	503	1002
Effective Weighted Sample	1539	813	719	467	437	296	329	1269	145	86	40	213	640	457	440	901
Total	785	416	367	243	234	151	149	641	77	45	22	108	327	242	216	469
Fixed Broadband	772	409	361	239	228	150	147	631	75	**	**	105	322	239	210	465
	98%	98%	98%	98%	97%	99%	99%	98%	98%	**	**	97%	98%	99%	97%	99%
						b										a
Landline	722	385	335	227	214	136	137	588	71	**	**	97	300	227	195	438
	92%	93%	91%	93%	91%	90%	92%	92%	93%	**	**	90%	92%	94%	90%	93%
																a
Pay TV service	416	206	210	116	125	90	79	339	41	**	**	60	179	126	118	249
	53%	50%	57%	48%	53%	60%	53%	53%	53%	**	**	55%	55%	52%	54%	53%
			a			a										
Mobile Phone	108	63	44	36	31	23	17	92	7	**	**	10	49	31	33	57
	14%	15%	12%	15%	13%	15%	11%	14%	9%	**	**	10%	15%	13%	15%	12%
													a			
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	158	164	93	95	67	62	261	32	**	**	46	137	103	87	196
	41%	38%	45%	38%	40%	45%	42%	41%	42%	**	**	43%	42%	43%	40%	42%
			a													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	310	175	133	104	93	50	61	251	32	**	**	43	122	97	80	191
	40%	42%	36%	43%	40%	33%	41%	39%	42%	**	**	40%	37%	40%	37%	41%
		b		c	c		c									
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	23	18	10	13	10	8	34	3	**	**	3	20	10	11	24
	5%	5%	5%	4%	5%	7%	5%	5%	4%	**	**	3%	6%	4%	5%	5%
													a			
FIXED BROADBAND AND PAY TV	42	19	24	10	13	10	9	35	4	**	**	7	18	10	15	23
	5%	4%	6%	4%	6%	7%	6%	5%	5%	**	**	7%	5%	4%	7%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1737	915	814	517	493	333	377	1431	165	95	46	244	727	509	503	1002
Effective Weighted Sample	1539	813	719	467	437	296	329	1269	145	86	40	213	640	457	440	901
Total	785	416	367	243	234	151	149	641	77	45	22	108	327	242	216	469
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	26	16	19	9	8	5	36	3	**	**	4	16	15	12	23
	5%	6%	4%	8%	4%	5%	4%	6%	3%	**	**	3%	5%	6%	6%	5%
				bd												
MOBILE PHONE AND FIXED BROADBAND	12	7	6	3	4	3	2	10	1	**	**	1	7	3	3	5
	2%	2%	2%	1%	2%	2%	2%	2%	1%	**	**	1%	2%	1%	2%	1%
MOBILE PHONE AND PAY TV	5	3	2	3	1	1	*	4	*	**	**	2	1	2	2	2
	1%	1%	1%	1%	1%	*%	*%	1%	*%	**	**	2%	*%	1%	1%	1%
												b				
LANDLINE AND MOBILE PHONE	5	2	2	1	3	-	1	4	-	**	**	-	3	1	3	*
	1%	1%	1%	1%	1%	-%	1%	1%	-%	**	**	-%	1%	*%	1%	*%
					c										b	
LANDLINE AND PAY TV	3	2	2	1	2	*	*	2	1	**	**	1	2	1	1	2
	*%	*%	*%	*%	1%	*%	*%	*%	2%	**	**	1%	1%	*%	1%	*%
									a							
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	1	1	1	*	3	-	**	**	1	2	*	1	1
	*%	*%	*%	*%	*%	1%	*%	1%	-%	**	**	1%	1%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

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	1737	22	1582	36	1568	982	622	178	134	1295	350	1364	281	1016	629	199
Effective Weighted Sample	1539	21	1415	33	1402	874	560	149	121	1155	318	1217	253	903	561	174
Total	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
Sky	225	**	208	**	203	145	68	20	18	189	21	195	16	123	87	20
	29%	**	28%	**	28%	32%	23%	28%	31%	31%	16%	31%	15%	27%	30%	24%
						b				b		b				
Virgin Media	198	**	183	**	181	100	84	11	8	148	38	157	29	115	72	23
	25%	**	25%	**	25%	22%	29%	15%	13%	25%	28%	25%	27%	25%	25%	27%
						cd	acd									
BT	172	**	164	**	164	68	97	13	9	138	26	140	24	90	73	16
	22%	**	22%	**	23%	15%	33%	18%	14%	23%	19%	22%	22%	20%	25%	19%
							acd								ac	
TalkTalk	69	**	67	**	67	45	22	7	6	59	5	60	4	41	23	8
	9%	**	9%	**	9%	10%	8%	9%	10%	10%	4%	9%	4%	9%	8%	9%
										b		b				
Plusnet	38	**	37	**	37	32	6	7	7	29	5	31	4	25	9	5
	5%	**	5%	**	5%	7%	2%	10%	12%	5%	4%	5%	3%	6%	3%	6%
						b		b	ab					b		b
EE	34	**	28	**	28	24	5	3	2	10	23	15	18	20	13	4
	4%	**	4%	**	4%	5%	2%	4%	4%	2%	17%	2%	17%	4%	4%	4%
						b					a		a			
Vodafone	22	**	20	**	20	18	2	5	4	7	15	11	11	19	3	4
	3%	**	3%	**	3%	4%	1%	7%	7%	1%	11%	2%	10%	4%	1%	5%
						b		b	b		a		a	b		b
NOW TV/ NOW Broadband	8	**	7	**	7	4	3	2	1	7	-	7	-	4	2	-
	1%	**	1%	**	1%	1%	1%	3%	2%	1%	-%	1%	-%	1%	1%	-%
								ab								
Post Office	6	**	6	**	6	4	2	1	1	6	-	6	-	4	2	2
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	2%
Utility Warehouse	5	**	5	**	5	4	1	*	*	4	*	4	*	3	2	-
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	-%
John Lewis	3	**	3	**	3	3	-	3	3	2	-	2	-	2	*	1
	*%	**	*%	**	*%	1%	-%	4%	5%	*%	-%	*%	-%	*%	*%	1%
						b		ab	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.

BUNDLE 1 PROVIDER

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	1737	22	1582	36	1568	982	622	178	134	1295	350	1364	281	1016	629	199
Effective Weighted Sample	1539	21	1415	33	1402	874	560	149	121	1155	318	1217	253	903	561	174
Total	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
SSE	3	**	3	**	3	2	*	*	-	3	-	3	-	2	*	1
	*%	**	*%	**	*%	1%	*%	*%	-%	*%	-%	*%	-%	1%	*%	1%
GiffGaff	2	**	*	**	*	1	-	-	-	-	2	-	2	1	1	1
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	1%	-%	2%	*%	*%	1%
											a		a			
First Utility	1	**	1	**	1	1	-	-	-	1	-	1	-	1	-	*
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%
KCOM	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.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1737	9	1719	12	1716	1013	715	213	158	239	791	256	774
Effective Weighted Sample	1539	8	1529	10	1526	901	635	181	142	223	718	235	703
Total	785	3	778	5	776	455	326	87	69	107	429	118	418
Sky	225	**	223	**	222	142	82	25	22	2	200	6	196
	29%	**	29%	**	29%	31%	25%	29%	32%	2%	47%	5%	47%
						b					a		a
Virgin Media	198	**	197	**	197	92	106	15	10	13	155	15	153
	25%	**	25%	**	25%	20%	33%	17%	14%	12%	36%	13%	37%
							acd				a		a
BT	172	**	170	**	170	83	87	14	11	50	45	52	43
	22%	**	22%	**	22%	18%	27%	17%	15%	46%	11%	44%	10%
							acd			b		b	
TalkTalk	69	**	69	**	69	37	31	6	6	14	16	15	15
	9%	**	9%	**	9%	8%	10%	7%	8%	13%	4%	13%	3%
										b		b	
Plusnet	38	**	38	**	38	31	7	8	8	7	3	7	3
	5%	**	5%	**	5%	7%	2%	10%	11%	6%	1%	6%	1%
						b		b	ab	b		b	
EE	34	**	32	**	31	27	5	6	4	11	7	11	7
	4%	**	4%	**	4%	6%	2%	7%	6%	10%	2%	10%	2%
						b		b	b	b		b	
Vodafone	22	**	22	**	22	21	1	5	5	6	*	6	*
	3%	**	3%	**	3%	5%	*%	6%	7%	5%	*%	5%	*%
						b		b	b	b		b	
NOW TV/ NOW Broadband	8	**	8	**	8	6	2	2	1	-	1	-	1
	1%	**	1%	**	1%	1%	*%	3%	2%	-%	*%	-%	*%
								b					
Post Office	6	**	6	**	6	4	2	1	*	1	-	1	-
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	-%	1%	-%
										b		b	
Utility Warehouse	5	**	5	**	5	3	2	*	*	2	-	2	-
	1%	**	1%	**	1%	1%	1%	*%	1%	2%	-%	2%	-%
										b		b	
John Lewis	3	**	3	**	3	3	-	3	3	1	-	1	-
	*%	**	*%	**	*%	1%	-%	3%	4%	1%	-%	1%	-%
						b		ab	ab	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1737	9	1719	12	1716	1013	715	213	158	239	791	256	774
Effective Weighted Sample	1539	8	1529	10	1526	901	635	181	142	223	718	235	703
Total	785	3	778	5	776	455	326	87	69	107	429	118	418
SSE	3	**	3	**	3	3	-	*	-	1	-	1	-
	*%	**	*%	**	*%	1%	-%	*%	-%	*%	-%	*%	-%
						b							
GiffGaff	2	**	2	**	2	1	*	*	-	1	-	1	-
	*%	**	*%	**	*%	*%	*%	1%	-%	1%	-%	1%	-%
										b		b	
First Utility	1	**	1	**	1	1	-	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	-%	-%	-%
KCOM	1	**	1	**	1	-	1	-	-	-	-	-	-
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1737	466	564	78	54	152	282	24	19	1030	434	1248	489
Effective Weighted Sample	1539	417	516	65	48	147	275	22	18	933	422	1108	434
Total	785	241	295	34	26	59	109	8	7	536	168	580	205
Sky	225	89	113	**	**	7	6	**	**	202	13	170	55
	29%	37%	38%	**	**	12%	5%	**	**	38%	8%	29%	27%
						b				b			
Virgin Media	198	74	95	**	**	8	9	**	**	169	17	151	47
	25%	31%	32%	**	**	13%	8%	**	**	31%	10%	26%	23%
										b			
BT	172	38	57	**	**	15	42	**	**	95	57	127	45
	22%	16%	19%	**	**	25%	39%	**	**	18%	34%	22%	22%
							a				a		
TalkTalk	69	15	14	**	**	6	22	**	**	30	29	43	26
	9%	6%	5%	**	**	11%	20%	**	**	6%	17%	7%	13%
							a				a		a
Plusnet	38	6	3	**	**	7	13	**	**	10	20	28	10
	5%	3%	1%	**	**	13%	12%	**	**	2%	12%	5%	5%
											a		
EE	34	11	7	**	**	4	3	**	**	18	8	26	8
	4%	5%	2%	**	**	8%	3%	**	**	3%	5%	4%	4%
						b							
Vodafone	22	3	3	**	**	6	6	**	**	6	12	18	4
	3%	1%	1%	**	**	10%	6%	**	**	1%	7%	3%	2%
											a		
NOW TV/ NOW Broadband	8	1	-	**	**	1	2	**	**	1	3	5	3
	1%	1%	-%	**	**	2%	2%	**	**	*%	2%	1%	1%
											a		
Post Office	6	-	1	**	**	1	2	**	**	1	3	3	3
	1%	-%	*%	**	**	2%	2%	**	**	*%	2%	1%	1%
											a		
Utility Warehouse	5	*	1	**	**	1	1	**	**	2	2	3	2
	1%	*%	*%	**	**	2%	1%	**	**	*%	1%	1%	1%
											a		
John Lewis	3	*	*	**	**	*	1	**	**	1	2	2	1
	*%	*%	*%	**	**	1%	1%	**	**	*%	1%	*%	*%
											a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1737	466	564	78	54	152	282	24	19	1030	434	1248	489
Effective Weighted Sample	1539	417	516	65	48	147	275	22	18	933	422	1108	434
Total	785	241	295	34	26	59	109	8	7	536	168	580	205
SSE	3	1	-	**	**	*	1	**	**	1	2	1	1
	*%	*%	-%	**	**	1%	1%	**	**	*%	1% a	*%	1%
GiffGaff	2	1	-	**	**	*	-	**	**	1	*	2	-
	*%	1%	-%	**	**	1%	-%	**	**	*%	*%	*%	-%
First Utility	1	-	-	**	**	*	-	**	**	-	*	1	-
	*%	-%	-%	**	**	1%	-%	**	**	-%	*%	*%	-%
KCOM	1	-	-	**	**	-	-	**	**	-	-	1	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1737	760	523	127	332	-	70	581	698	1349	383	105	325	676	731
Effective Weighted Sample	1539	715	503	123	289	-	55	506	632	1194	350	96	273	606	659
Total	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
Sky	225	23	168	13	23	**	**	80	102	188	36	8	34	109	81
	29%	8%	51%	26%	20%	**	**	30%	30%	30%	24%	20%	24%	34%	26%
			acd	a	a			ef	ef	ef				ac	
Virgin Media	198	35	114	27	22	**	**	74	82	164	33	7	42	80	76
	25%	12%	35%	52%	19%	**	**	28%	24%	26%	22%	17%	30%	25%	24%
			ad	abd	a			ef					c		
BT	172	109	30	7	25	**	**	50	78	135	38	10	28	62	82
	22%	38%	9%	13%	22%	**	**	19%	23%	21%	25%	24%	20%	19%	26%
		bcd			bc						b				ab
TalkTalk	69	49	13	2	4	**	**	18	30	51	18	5	11	26	31
	9%	17%	4%	3%	4%	**	**	7%	9%	8%	12%	13%	8%	8%	10%
		bcd									bd	b			
Plusnet	38	31	2	*	5	**	**	12	16	28	10	3	5	13	20
	5%	11%	1%	*%	4%	**	**	4%	5%	4%	6%	9%	3%	4%	6%
		bcd			bc							d			
EE	34	10	1	3	20	**	**	14	10	26	8	3	10	12	12
	4%	4%	*%	6%	17%	**	**	5%	3%	4%	5%	7%	7%	4%	4%
		b		b	abc							c	bc		
Vodafone	22	8	-	-	15	**	**	9	8	19	3	1	5	12	5
	3%	3%	-%	-%	13%	**	**	3%	2%	3%	2%	2%	4%	4%	2%
		b			abc									c	
NOW TV/ NOW Broadband	8	6	1	-	1	**	**	3	2	7	1	*	3	3	2
	1%	2%	*%	-%	1%	**	**	1%	1%	1%	1%	1%	2%	1%	1%
		b													
Post Office	6	6	-	-	-	**	**	2	3	5	1	1	*	4	2
	1%	2%	-%	-%	-%	**	**	1%	1%	1%	1%	2%	*%	1%	1%
		bd													
Utility Warehouse	5	5	-	-	*	**	**	2	2	4	1	1	1	2	2
	1%	2%	-%	-%	*%	**	**	1%	1%	1%	1%	1%	1%	1%	1%
		bd													
John Lewis	3	3	-	-	-	**	**	1	1	2	2	1	1	*	2
	*%	1%	-%	-%	-%	**	**	*%	*%	*%	1%	3%	1%	*%	1%
		b									d	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1737	760	523	127	332	-	70	581	698	1349	383	105	325	676	731
Effective Weighted Sample	1539	715	503	123	289	-	55	506	632	1194	350	96	273	606	659
Total	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
SSE	3	3	-	-	-	**	**	2	*	2	*	-	1	1	1
	*%	1%	-%	-%	-%	**	**	1%	*%	*%	*%	-%	*%	*%	*%
		b													
GiffGaff	2	-	-	-	2	**	**	1	-	2	-	-	1	1	-
	*%	-%	-%	-%	1%	**	**	*%	-%	*%	-%	-%	1%	*%	-%
					ab								c		
First Utility	1	1	-	-	-	**	**	*	*	1	-	-	*	-	*
	*%	*%	-%	-%	-%	**	**	*%	*%	*%	-%	-%	*%	-%	*%
KCOM	1	1	-	-	-	**	**	-	1	1	-	-	-	-	1
	*%	*%	-%	-%	-%	**	**	-%	*%	*%	-%	-%	-%	-%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1737	915	814	517	493	333	377	1431	165	95	46	244	727	509	503	1002
Effective Weighted Sample	1539	813	719	467	437	296	329	1269	145	86	40	213	640	457	440	901
Total	785	416	367	243	234	151	149	641	77	45	22	108	327	242	216	469
Sky	225	107	118	57	70	49	46	187	20	**	**	38	101	65	71	128
	29%	26%	32%	23%	30%	32%	31%	29%	26%	**	**	35%	31%	27%	33%	27%
			a		a	a	a					c			b	
Virgin Media	198	105	93	57	59	39	39	165	19	**	**	26	79	63	49	122
	25%	25%	25%	24%	25%	26%	26%	26%	25%	**	**	24%	24%	26%	23%	26%
BT	172	98	74	68	51	29	25	134	20	**	**	17	68	63	41	110
	22%	24%	20%	28%	22%	19%	17%	21%	25%	**	**	16%	21%	26%	19%	23%
				bcd										ab		a
TalkTalk	69	40	28	19	18	14	16	52	8	**	**	12	25	18	18	43
	9%	10%	8%	8%	8%	10%	11%	8%	10%	**	**	11%	8%	8%	8%	9%
Plusnet	38	21	17	14	10	6	8	32	4	**	**	4	17	9	10	22
	5%	5%	5%	6%	4%	4%	6%	5%	5%	**	**	4%	5%	4%	5%	5%
EE	34	17	16	11	11	7	5	28	3	**	**	6	15	7	12	17
	4%	4%	4%	4%	5%	5%	3%	4%	4%	**	**	5%	5%	3%	6%	4%
Vodafone	22	14	9	11	6	3	2	20	2	**	**	2	7	12	6	15
	3%	3%	2%	5%	2%	2%	1%	3%	3%	**	**	2%	2%	5%	3%	3%
				d										ab		
NOW TV/ NOW Broadband	8	5	3	1	2	1	3	7	1	**	**	1	3	2	2	3
	1%	1%	1%	1%	1%	*%	2%	1%	1%	**	**	1%	1%	1%	1%	1%
Post Office	6	4	2	1	2	1	2	4	*	**	**	*	5	1	2	3
	1%	1%	1%	*%	1%	1%	1%	1%	*%	**	**	*%	1%	*%	1%	1%
Utility Warehouse	5	2	3	2	2	-	1	5	-	**	**	1	3	*	2	2
	1%	*%	1%	1%	1%	-%	1%	1%	-%	**	**	1%	1%	*%	1%	*%
John Lewis	3	1	2	1	2	-	1	3	-	**	**	*	2	*	1	2
	*%	*%	1%	*%	1%	-%	*%	1%	-%	**	**	*%	1%	*%	1%	*%
SSE	3	1	2	1	*	1	1	2	1	**	**	1	1	*	1	2
	*%	*%	*%	*%	*%	1%	*%	*%	1%	**	**	1%	*%	*%	*%	*%
									a							

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1737	915	814	517	493	333	377	1431	165	95	46	244	727	509	503	1002
Effective Weighted Sample	1539	813	719	467	437	296	329	1269	145	86	40	213	640	457	440	901
Total	785	416	367	243	234	151	149	641	77	45	22	108	327	242	216	469
GiffGaff	2	1	1	*	*	*	1	1	-	**	**	-	1	*	1	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	**	**	-%	*%	*%	*%	*%
First Utility	1	*	*	-	-	*	*	1	-	**	**	-	*	-	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	-%	**	**	-%	*%	-%	-%	*%
KCOM	1	*	*	-	1	-	-	1	-	**	**	-	*	-	-	1
	*%	*%	*%	-%	*%	-%	-%	*%	-%	**	**	-%	*%	-%	-%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		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	27	-	27	2	25	14	13	4	3	-	27	17	10	22	5	7
Effective Weighted Sample	26	-	26	2	24	13	13	4	3	-	26	16	9	21	5	7
Total	11	-	11	1	11	6	6	1	1	-	11	7	4	9	2	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE 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.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	-	27	-	27	17	10	4	3	-	27	15	12
Effective Weighted Sample	26	-	26	-	26	16	10	4	3	-	26	15	11
Total	11	-	11	-	11	7	4	1	1	-	11	7	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	12	15	2	2	-	-	-	-	27	-	22	5
Effective Weighted Sample	26	11	15	2	2	-	-	-	-	26	-	21	5
Total	11	5	6	1	1	-	-	-	-	11	-	9	2
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	27	19	-	-	27	-	-	10	11	21	5	1	2	17	7
Effective Weighted Sample	26	19	-	-	26	-	-	9	11	20	5	1	2	16	7
Total	11	9	-	-	11	-	-	4	5	9	2	*	1	7	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	27	20	6	11	6	5	5	24	3	-	-	4	13	7	10	15
Effective Weighted Sample	26	19	6	10	6	5	5	23	3	-	-	4	12	7	9	14
Total	11	8	3	4	3	2	2	10	1	-	-	2	5	3	4	6
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		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	27	-	27	2	25	14	13	4	3	-	27	17	10	22	5	7
Effective Weighted Sample	26	-	26	2	24	13	13	4	3	-	26	16	9	21	5	7
Total	11	-	11	1	11	6	6	1	1	-	11	7	4	9	2	3
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	-	27	-	27	17	10	4	3	-	27	15	12
Effective Weighted Sample	26	-	26	-	26	16	10	4	3	-	26	15	11
Total	11	-	11	-	11	7	4	1	1	-	11	7	5
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	12	15	2	2	-	-	-	-	27	-	22	5
Effective Weighted Sample	26	11	15	2	2	-	-	-	-	26	-	21	5
Total	11	5	6	1	1	-	-	-	-	11	-	9	2
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	27	19	-	-	27	-	-	10	11	21	5	1	2	17	7
Effective Weighted Sample	26	19	-	-	26	-	-	9	11	20	5	1	2	16	7
Total	11	9	-	-	11	-	-	4	5	9	2	*	1	7	3
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	27	20	6	11	6	5	5	24	3	-	-	4	13	7	10	15
Effective Weighted Sample	26	19	6	10	6	5	5	23	3	-	-	4	12	7	9	14
Total	11	8	3	4	3	2	2	10	1	-	-	2	5	3	4	6
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		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	1754	22	1599	38	1583	992	629	180	136	1295	367	1381	281	1030	632	205
Effective Weighted Sample	1555	21	1431	34	1416	884	567	151	123	1155	335	1233	253	916	563	180
Total	792	9	740	18	731	456	293	73	60	605	141	638	108	457	289	87
Fixed Broadband	783	**	734	**	725	450	292	72	60	602	135	635	102	451	286	86
	99%	**	99%	**	99%	99%	100%	99%	100%	100% b	96%	100% b	95%	99%	99%	100%
Landline	731	**	731	**	731	448	284	72	60	569	121	600	89	425	264	79
	92%	**	99%	**	100%	98% b	97%	100% b	100% b	94% b	85%	94% b	83%	93%	91%	90%
Pay TV service	419	**	378	**	370	233	152	27	22	335	62	346	51	229	168	43
	53%	**	51%	**	51%	51% cd	52% cd	38%	36%	55% b	44%	54% b	47%	50%	58% ac	49%
Mobile Phone	108	**	90	**	89	55	38	6	5	-	108	-	108	80	28	16
	14%	**	12%	**	12%	12%	13%	8%	8%	-%	76% a	-%	100% a	18% b	10%	19% b
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	**	322	**	322	199	122	25	21	296	9	305	-	171	134	30
	41%	**	43%	**	44%	44% cd	42%	34%	34%	49% b	6%	48% b	-%	37%	47% ac	35%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	**	319	**	319	193	126	41	35	269	25	292	2	186	108	35
	40%	**	43%	**	44%	42%	43%	57% ab	58% ab	45% b	18%	46% b	2%	41%	37%	40%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	**	41	**	41	22	19	1	1	-	41	-	41	29	12	6
	5%	**	5%	**	6%	5%	6% cd	2%	2%	-%	29% a	-%	38% a	6%	4%	7%
FIXED BROADBAND AND PAY TV	45	**	10	**	2	7	9	1	*	36	4	38	2	21	19	6
	6%	**	1%	**	*%	2%	3%	1%	1%	6% b	3%	6% b	2%	5%	6%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	42	**	42	27	15	4	3	-	42	-	42	34	8	7
	5%	**	6%	**	6%	6%	5%	5%	5%	-%	29% a	-%	39% a	7% b	3%	8% 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 : 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	1754	22	1599	38	1583	992	629	180	136	1295	367	1381	281	1030	632	205
Effective Weighted Sample	1555	21	1431	34	1416	884	567	151	123	1155	335	1233	253	916	563	180
Total	792	9	740	18	731	456	293	73	60	605	141	638	108	457	289	87
MOBILE PHONE AND FIXED BROADBAND	12	**	1	**	-	1	2	-	-	-	12	-	12	7	5	2
	2%	**	*%	**	-%	*%	1%	-%	-%	-%	9%	-%	11%	2%	2%	3%
											a		a			
MOBILE PHONE AND PAY TV	5	**	2	**	2	1	2	-	-	-	5	-	5	3	2	-
	1%	**	*%	**	*%	*%	1%	-%	-%	-%	4%	-%	5%	1%	1%	-%
											a		a			
LANDLINE AND MOBILE PHONE	5	**	5	**	5	4	1	1	1	-	5	-	5	4	1	1
	1%	**	1%	**	1%	1%	*%	1%	1%	-%	3%	-%	4%	1%	*%	1%
											a		a			
LANDLINE AND PAY TV	3	**	3	**	3	3	1	1	-	3	-	3	-	2	1	*
	*%	**	*%	**	*%	1%	*%	1%	-%	*%	-%	*%	-%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	**	-	**	-	1	-	*	-	-	3	-	3	3	*	1
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	2%	-%	3%	1%	*%	1%
											a		a			b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1754	9	1736	12	1733	1024	721	215	160	239	808	271	776
Effective Weighted Sample	1555	8	1545	10	1542	911	641	183	144	223	733	250	704
Total	792	3	785	5	783	460	328	87	70	107	436	124	419
Fixed Broadband	783	**	783	**	783	456	327	86	69	105	429	122	412
	99%	**	100%	**	100%	99%	100%	99%	99%	99%	98%	98%	98%
Landline	731	**	726	**	725	424	304	77	64	102	387	120	370
	92%	**	93%	**	93%	92%	93%	88%	92%	96%	89%	96%	88%
						c	c			b		b	
Pay TV service	419	**	414	**	412	232	184	36	27	-	419	-	419
	53%	**	53%	**	53%	50%	56%	41%	38%	-%	96%	-%	100%
						cd	acd				a		a
Mobile Phone	108	**	103	**	102	60	44	11	8	19	52	19	51
	14%	**	13%	**	13%	13%	13%	13%	11%	17%	12%	16%	12%
										b			
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	**	322	**	322	183	139	27	20	-	322	-	322
	41%	**	41%	**	41%	40%	42%	30%	29%	-%	74%	-%	77%
						cd	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	**	319	**	319	192	127	44	38	88	19	105	2
	40%	**	41%	**	41%	42%	39%	50%	55%	83%	4%	84%	*%
								ab	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	**	41	**	41	18	23	2	2	-	41	-	41
	5%	**	5%	**	5%	4%	7%	2%	3%	-%	9%	-%	10%
							acd				a		a
FIXED BROADBAND AND PAY TV	45	**	45	**	45	25	19	5	3	-	45	-	45
	6%	**	6%	**	6%	6%	6%	6%	5%	-%	10%	-%	11%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	42	**	42	27	15	3	3	12	*	13	-
	5%	**	5%	**	5%	6%	4%	3%	4%	12%	*%	10%	-%
										b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1754	9	1736	12	1733	1024	721	215	160	239	808	271	776
Effective Weighted Sample	1555	8	1545	10	1542	911	641	183	144	223	733	250	704
Total	792	3	785	5	783	460	328	87	70	107	436	124	419
MOBILE PHONE AND FIXED BROADBAND	12	**	12	**	12	9	4	5	2	5	-	5	-
	2%	**	2%	**	2%	2%	1%	5%	3%	4%	-%	4%	-%
								ab		b		b	
MOBILE PHONE AND PAY TV	5	**	2	**	2	1	2	-	-	-	5	-	5
	1%	**	*%	**	*%	*%	1%	-%	-%	-%	1%	-%	1%
LANDLINE AND MOBILE PHONE	5	**	3	**	2	3	*	1	1	2	3	2	2
	1%	**	*%	**	*%	1%	*%	1%	1%	1%	1%	2%	*%
LANDLINE AND PAY TV	3	**	1	**	-	2	1	1	*	-	3	-	3
	*%	**	*%	**	-%	*%	*%	1%	1%	-%	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	2	1	1	1	-	3	-	3
	*%	**	*%	**	*%	*%	*%	1%	1%	-%	1%	-%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1754	472	575	78	54	152	282	24	19	1047	434	1261	493
Effective Weighted Sample	1555	423	526	65	48	147	275	22	18	949	422	1121	437
Total	792	243	300	34	26	59	109	8	7	543	168	586	206
Fixed Broadband	783	238	296	**	**	59	109	**	**	535	167	578	205
	99%	98%	99%	**	**	100%	100%	**	**	98%	100% a	99%	99%
Landline	731	221	268	**	**	57	107	**	**	489	164	531	200
	92%	91%	89%	**	**	96%	98%	**	**	90%	98% a	91%	97% a
Pay TV service	419	199	220	**	**	-	-	**	**	419	-	326	93
	53%	82% b	73%	**	**	-%	-%	**	**	77% b	-%	56% b	45%
Mobile Phone	108	35	36	**	**	10	13	**	**	71	23	82	25
	14%	14%	12%	**	**	16%	12%	**	**	13%	14%	14%	12%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	157	165	**	**	-	-	**	**	322	-	244	78
	41%	64% b	55%	**	**	-%	-%	**	**	59% b	-%	42%	38%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	36	71	**	**	49	95	**	**	107	145	222	97
	40%	15%	24% a	**	**	84%	88%	**	**	20%	86% a	38%	47% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	19	22	**	**	-	-	**	**	41	-	32	8
	5%	8%	7%	**	**	-%	-%	**	**	7% b	-%	5%	4%
FIXED BROADBAND AND PAY TV	45	16	28	**	**	-	-	**	**	45	-	39	5
	6%	7%	9%	**	**	-%	-%	**	**	8% b	-%	7% b	3%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	5	7	**	**	7	12	**	**	13	19	26	15
	5%	2%	2%	**	**	12%	11%	**	**	2%	11% a	5%	7% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1754	472	575	78	54	152	282	24	19	1047	434	1261	493
Effective Weighted Sample	1555	423	526	65	48	147	275	22	18	949	422	1121	437
Total	792	243	300	34	26	59	109	8	7	543	168	586	206
MOBILE PHONE AND FIXED BROADBAND	12	3	2	**	**	2	2	**	**	5	4	11	1
	2%	1%	1%	**	**	4%	2%	**	**	1%	2%	2%	1%
											a	b	
MOBILE PHONE AND PAY TV	5	3	2	**	**	-	-	**	**	5	-	5	-
	1%	1%	1%	**	**	-%	-%	**	**	1%	-%	1%	-%
										b		b	
LANDLINE AND MOBILE PHONE	5	3	1	**	**	*	-	**	**	4	*	4	1
	1%	1%	*%	**	**	*%	-%	**	**	1%	*%	1%	*%
LANDLINE AND PAY TV	3	2	2	**	**	-	-	**	**	3	-	2	1
	*%	1%	1%	**	**	-%	-%	**	**	1%	-%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	**	**	-	-	**	**	3	-	3	-
	*%	1%	*%	**	**	-%	-%	**	**	1%	-%	1%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1754	775	523	127	349	-	70	586	705	1361	388	106	325	687	737
Effective Weighted Sample	1555	730	503	123	305	-	55	510	639	1205	355	97	273	616	665
Total	792	296	329	52	125	-	28	269	340	637	153	40	141	329	320
Fixed Broadband	783	295	328	52	116	**	**	264	338	628	153	40	135	327	319
	99%	100%	100%	100%	93%	**	**	98%	100%	99%	100%	100%	96%	99%	100%
		d	d	d					bd		bd			a	a
Landline	731	295	321	52	71	**	**	238	320	578	151	39	114	306	309
	92%	100%	98%	99%	57%	**	**	88%	94%	91%	99%	99%	81%	93%	96%
		bd	d	d					bd		bcd	bcd		a	ab
Pay TV service	419	2	321	50	48	**	**	160	175	349	68	15	81	181	155
	53%	1%	98%	95%	38%	**	**	59%	52%	55%	45%	37%	57%	55%	48%
			ad	ad	a			cef	ef	ef			c	c	
Mobile Phone	108	2	-	41	67	**	**	35	39	81	26	7	22	38	47
	14%	1%	-%	78%	53%	**	**	13%	12%	13%	17%	17%	16%	11%	15%
		b		abd	ab						cd		b		
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	-	313	9	-	**	**	117	140	264	57	12	52	144	125
	41%	-%	95%	17%	-%	**	**	43%	41%	41%	37%	29%	37%	44%	39%
			acd	ad				f	f	f				a	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	295	8	2	23	**	**	95	145	249	69	21	48	132	139
	40%	100%	2%	4%	18%	**	**	35%	43%	39%	45%	52%	34%	40%	43%
		bcd			bc				b		bd	bd			a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	-	-	41	-	**	**	13	16	30	10	2	6	15	19
	5%	-%	-%	77%	-%	**	**	5%	5%	5%	6%	6%	4%	4%	6%
				abd											
FIXED BROADBAND AND PAY TV	45	-	7	*	37	**	**	22	17	43	1	*	17	17	9
	6%	-%	2%	1%	30%	**	**	8%	5%	7%	1%	1%	12%	5%	3%
			a	a	abc			cef	e	ef			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	-	-	*	41	**	**	9	18	27	15	4	4	13	25
	5%	-%	-%	1%	33%	**	**	3%	5%	4%	10%	11%	3%	4%	8%
				ab	abc						bcd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1754	775	523	127	349	-	70	586	705	1361	388	106	325	687	737
Effective Weighted Sample	1555	730	503	123	305	-	55	510	639	1205	355	97	273	616	665
Total	792	296	329	52	125	-	28	269	340	637	153	40	141	329	320
MOBILE PHONE AND FIXED BROADBAND	12	-	-	-	12	**	**	6	2	11	1	-	6	5	2
	2%	-%	-%	-%	10%	**	**	2%	1%	2%	1%	-%	4%	1%	1%
					abc			ce					bc		
MOBILE PHONE AND PAY TV	5	2	-	-	5	**	**	3	1	5	-	-	2	3	*
	1%	1%	-%	-%	4%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
		b			abc			e					c	c	
LANDLINE AND MOBILE PHONE	5	-	-	-	5	**	**	2	1	4	*	-	2	1	1
	1%	-%	-%	-%	4%	**	**	1%	*%	1%	*%	-%	2%	*%	*%
					abc								bc		
LANDLINE AND PAY TV	3	-	1	-	3	**	**	3	1	3	-	-	2	1	1
	*%	-%	*%	-%	2%	**	**	1%	*%	1%	-%	-%	1%	*%	*%
					ab								bc		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	-	-	-	3	**	**	2	1	3	-	-	2	1	*
	*%	-%	-%	-%	3%	**	**	1%	*%	1%	-%	-%	1%	*%	*%
					ab								c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1754	927	819	523	495	338	381	1445	168	95	46	247	735	513	508	1013
Effective Weighted Sample	1555	824	724	472	439	301	333	1282	148	86	40	216	648	460	445	911
Total	792	421	369	246	235	153	150	647	78	45	22	109	331	244	219	474
Fixed Broadband	783	417	364	243	231	152	149	640	77	**	**	107	327	242	214	471
	99%	99%	99%	99%	98%	99%	99%	99%	98%	**	**	98%	99%	99%	98%	99%
																a
Landline	731	392	337	230	216	138	138	596	73	**	**	99	304	229	198	443
	92%	93%	91%	94%	92%	90%	92%	92%	93%	**	**	90%	92%	94%	90%	94%
				c												a
Pay TV service	419	208	210	117	126	90	80	342	41	**	**	60	181	127	119	250
	53%	49%	57%	48%	54%	59%	53%	53%	52%	**	**	55%	55%	52%	54%	53%
			a			a										
Mobile Phone	108	63	44	36	31	23	17	92	7	**	**	10	49	31	33	57
	14%	15%	12%	15%	13%	15%	11%	14%	9%	**	**	10%	15%	13%	15%	12%
								b					a			
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	158	164	93	95	67	62	261	32	**	**	46	137	103	87	196
	41%	37%	44%	38%	40%	44%	41%	40%	41%	**	**	42%	41%	42%	40%	41%
			a													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	181	135	107	95	52	62	259	34	**	**	45	126	100	83	197
	40%	43%	37%	44%	41%	34%	41%	40%	43%	**	**	41%	38%	41%	38%	42%
		b		c			c									
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	23	18	10	13	10	8	34	3	**	**	3	20	10	11	24
	5%	5%	5%	4%	5%	7%	5%	5%	3%	**	**	3%	6%	4%	5%	5%
													a			
FIXED BROADBAND AND PAY TV	45	20	24	10	14	10	10	37	4	**	**	7	19	11	16	24
	6%	5%	6%	4%	6%	7%	6%	6%	5%	**	**	7%	6%	4%	8%	5%
															b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1754	927	819	523	495	338	381	1445	168	95	46	247	735	513	508	1013
Effective Weighted Sample	1555	824	724	472	439	301	333	1282	148	86	40	216	648	460	445	911
Total	792	421	369	246	235	153	150	647	78	45	22	109	331	244	219	474
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	26	16	19	9	8	5	36	3	**	**	4	16	15	12	23
	5%	6%	4%	8%	4%	5%	4%	6%	3%	**	**	3%	5%	6%	6%	5%
				bd												
MOBILE PHONE AND FIXED BROADBAND	12	7	6	3	4	3	2	10	1	**	**	1	7	3	3	5
	2%	2%	1%	1%	2%	2%	2%	2%	1%	**	**	1%	2%	1%	2%	1%
MOBILE PHONE AND PAY TV	5	3	2	3	1	1	*	4	*	**	**	2	1	2	2	2
	1%	1%	*%	1%	1%	*%	*%	1%	*%	**	**	2%	*%	1%	1%	1%
												b				
LANDLINE AND MOBILE PHONE	5	2	2	1	3	-	1	4	-	**	**	-	3	1	3	*
	1%	1%	1%	1%	1%	-%	1%	1%	-%	**	**	-%	1%	*%	1%	*%
					c										b	
LANDLINE AND PAY TV	3	2	2	1	2	*	*	2	1	**	**	1	2	1	1	2
	*%	*%	*%	*%	1%	*%	*%	*%	2%	**	**	1%	1%	*%	1%	*%
									a							
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	1	1	1	*	3	-	**	**	1	2	*	1	1
	*%	*%	*%	*%	*%	1%	*%	1%	-%	**	**	1%	1%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Fixed Broadband	783	8	734	17	725	450	292	72	60	602	135	635	102	451	286	86
	52%	6%	88%	7%	99%	76%	74%	65%	73%	52%	72%	51%	95%	54%	56%	39%
			a		a	c	c				a		a	c	c	
Landline	731	-	731	-	731	448	284	72	60	569	121	600	89	425	264	79
	49%	-%	87%	-%	100%	76%	72%	65%	73%	49%	64%	48%	83%	51%	51%	36%
			a		a	c	c				a		a	c	c	
Pay TV service	419	6	378	15	370	233	152	27	22	335	62	346	51	229	168	43
	28%	4%	45%	6%	51%	39%	39%	25%	27%	29%	33%	28%	47%	27%	33%	19%
			a		a	cd	cd						a	c	ac	
Mobile Phone	108	3	90	4	89	55	38	6	5	-	108	-	108	80	28	16
	7%	2%	11%	2%	12%	9%	10%	5%	6%	-%	57%	-%	100%	10%	5%	7%
			a		a	c	c				a		a	b		
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	-	322	-	322	199	122	25	21	296	9	305	-	171	134	30
	21%	-%	38%	-%	44%	34%	31%	22%	25%	26%	5%	25%	-%	20%	26%	14%
			a		a	cd	c			b		b		c	ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	-	319	-	319	193	126	41	35	269	25	292	2	186	108	35
	21%	-%	38%	-%	44%	33%	32%	37%	42%	23%	13%	24%	2%	22%	21%	16%
			a		a				ab	b		b		c	c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	-	41	-	41	22	19	1	1	-	41	-	41	29	12	6
	3%	-%	5%	-%	6%	4%	5%	1%	1%	-%	22%	-%	38%	3%	2%	3%
			a		a	c	cd				a		a			
FIXED BROADBAND AND PAY TV	45	5	10	14	2	7	9	1	*	36	4	38	2	21	19	6
	3%	4%	1%	5%	*%	1%	2%	1%	1%	3%	2%	3%	2%	3%	4%	3%
		b		b												
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	-	42	-	42	27	15	4	3	-	42	-	42	34	8	7
	3%	-%	5%	-%	6%	5%	4%	3%	4%	-%	22%	-%	39%	4%	2%	3%
			a		a						a		a	b		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
MOBILE PHONE AND FIXED BROADBAND	12	2	1	3	-	1	2	-	-	-	12	-	12	7	5	2
	1%	2%	*%	1%	-%	*%	1%	-%	-%	-%	7%	-%	11%	1%	1%	1%
		b		b							a		a			
MOBILE PHONE AND PAY TV	5	*	2	1	2	1	2	-	-	-	5	-	5	3	2	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	3%	-%	5%	*%	*%	-%
											a		a			
LANDLINE AND MOBILE PHONE	5	-	5	-	5	4	1	1	1	-	5	-	5	4	1	1
	*%	-%	1%	-%	1%	1%	*%	1%	1%	-%	3%	-%	4%	*%	*%	*%
											a		a			
LANDLINE AND PAY TV	3	-	3	-	3	3	1	1	-	3	-	3	-	2	1	*
	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	1	-	1	-	1	-	*	-	-	3	-	3	3	*	1
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	2%	-%	3%	*%	*%	*%
		b									a		a			
NONE	708	139	97	236	-	137	99	38	22	555	46	601	-	376	225	132
	47%	94%	12%	93%	-%	23%	25%	34%	27%	48%	25%	49%	-%	45%	44%	60%
		b		b				ab		b		b				ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Fixed Broadband	783	-	783	-	783	456	327	86	69	105	429	122	412
	52%	-%	87%	-%	100%	71%	75%	62%	67%	47%	90%	43%	98%
			a		a	c	acd				a		a
Landline	731	2	726	3	725	424	304	77	64	102	387	120	370
	49%	1%	81%	1%	93%	66%	70%	55%	62%	46%	81%	42%	88%
			a		a	c	acd				a		a
Pay TV service	419	2	414	4	412	232	184	36	27	-	419	-	419
	28%	1%	46%	1%	53%	36%	42%	26%	26%	-%	88%	-%	100%
			a		a	cd	acd				a		a
Mobile Phone	108	1	103	2	102	60	44	11	8	19	52	19	51
	7%	1%	11%	1%	13%	9%	10%	8%	8%	8%	11%	7%	12%
			a		a								a
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	-	322	-	322	183	139	27	20	-	322	-	322
	21%	-%	36%	-%	41%	29%	32%	19%	20%	-%	67%	-%	77%
			a		a	cd	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	-	319	-	319	192	127	44	38	88	19	105	2
	21%	-%	36%	-%	41%	30%	29%	31%	37%	39%	4%	37%	*%
			a		a				ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	-	41	-	41	18	23	2	2	-	41	-	41
	3%	-%	5%	-%	5%	3%	5%	1%	2%	-%	8%	-%	10%
			a		a		acd				a		a
FIXED BROADBAND AND PAY TV	45	-	45	-	45	25	19	5	3	-	45	-	45
	3%	-%	5%	-%	6%	4%	4%	4%	3%	-%	9%	-%	11%
			a		a						a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42 3%	- -%	42 5% a	- -%	42 5% a	27 4% c	15 3%	3 2%	3 3%	12 6% b	* *%	13 4% b	- -%
MOBILE PHONE AND FIXED BROADBAND	12 1%	- -%	12 1% a	- -%	12 2% a	9 1%	4 1%	5 3% ab	2 2%	5 2% b	- -%	5 2% b	- -%
MOBILE PHONE AND PAY TV	5 *%	1 *%	2 *%	1 *%	2 *%	1 *%	2 *%	- -%	- -%	- -%	5 1% a	- -%	5 1% a
LANDLINE AND MOBILE PHONE	5 *%	* *%	3 *%	1 *%	2 *%	3 *%	* *%	1 1%	1 1%	2 1%	3 1%	2 1%	2 *%
LANDLINE AND PAY TV	3 *%	2 1% b	1 *%	2 1% b	- -%	2 *%	1 *%	1 1%	* *%	- -%	3 1%	- -%	3 1% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3 *%	- -%	3 *%	- -%	3 *%	2 *%	1 *%	1 1%	1 1%	- -%	3 1%	- -%	3 1% a
NONE	708 47%	174 98% b	112 13%	287 98% b	- -%	181 28% b	106 24%	52 37% ab	33 32% b	117 52% b	42 9%	159 56% b	- -%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Fixed Broadband	783	238	296	34	**	59	109	**	**	535	167	578	205
	52%	77%	75%	66%	**	62%	50%	**	**	76%	54%	53%	51%
		c	c			b				b			
Landline	731	221	268	29	**	57	107	**	**	489	164	531	200
	49%	72%	68%	56%	**	59%	49%	**	**	70%	52%	48%	50%
		c	c			b				b			
Pay TV service	419	199	220	26	**	-	-	**	**	419	-	326	93
	28%	64%	56%	51%	**	-%	-%	**	**	60%	-%	30%	23%
		bc								b		b	
Mobile Phone	108	35	36	6	**	10	13	**	**	71	23	82	25
	7%	11%	9%	11%	**	10%	6%	**	**	10%	7%	7%	6%
										b			
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	157	165	20	**	-	-	**	**	322	-	244	78
	21%	51%	42%	38%	**	-%	-%	**	**	46%	-%	22%	19%
		bc								b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	36	71	6	**	49	95	**	**	107	145	222	97
	21%	12%	18%	12%	**	52%	44%	**	**	15%	46%	20%	24%
			a								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	19	22	2	**	-	-	**	**	41	-	32	8
	3%	6%	6%	3%	**	-%	-%	**	**	6%	-%	3%	2%
										b			
FIXED BROADBAND AND PAY TV	45	16	28	3	**	-	-	**	**	45	-	39	5
	3%	5%	7%	6%	**	-%	-%	**	**	6%	-%	4%	1%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	5	7	*	**	7	12	**	**	13	19	26	15
	3%	2%	2%	1%	**	8%	5%	**	**	2%	6%	2%	4%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
MOBILE PHONE AND FIXED BROADBAND	12	3	2	2	**	2	2	**	**	5	4	11	1
	1%	1%	1%	3%	**	2%	1%	**	**	1%	1%	1%	*%
				ab									
MOBILE PHONE AND PAY TV	5	3	2	*	**	-	-	**	**	5	-	5	-
	*%	1%	1%	1%	**	-%	-%	**	**	1%	-%	*%	-%
										b			
LANDLINE AND MOBILE PHONE	5	3	1	*	**	*	-	**	**	4	*	4	1
	*%	1%	*%	1%	**	*%	-%	**	**	1%	*%	*%	*%
LANDLINE AND PAY TV	3	2	2	*	**	-	-	**	**	3	-	2	1
	*%	1%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	1	**	-	-	**	**	3	-	3	-
	*%	1%	*%	2%	**	-%	-%	**	**	*%	-%	*%	-%
				b									
NONE	708	66	94	17	**	36	108	**	**	159	144	513	194
	47%	21%	24%	33%	**	38%	50%	**	**	23%	46%	47%	49%
				ab			a				a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Fixed Broadband	783	295	328	52	116	-	26	264	338	628	153	40	135	327	319
	52%	87%	93%	90%	68%	-%	14%	46%	69%	51%	60%	47%	29%	61%	64%
		de	ade	de	e			a	abdef	ab	abdf	a		a	a
Landline	731	295	321	52	71	-	19	238	320	578	151	39	114	306	309
	49%	87%	91%	89%	42%	-%	10%	42%	65%	47%	59%	47%	25%	57%	62%
		de	ade	de	e			a	abdef	ab	abdf	a		a	ab
Pay TV service	419	2	321	50	48	-	14	160	175	349	68	15	81	181	155
	28%	1%	91%	86%	28%	-%	8%	28%	36%	28%	27%	17%	18%	34%	31%
		e	ade	ade	ae			af	abdef	af	af	a		a	a
Mobile Phone	108	2	-	41	67	-	7	35	39	81	26	7	22	38	47
	7%	1%	-%	71%	39%	-%	4%	6%	8%	7%	10%	8%	5%	7%	9%
		be		abde	abe				a		abd			a	ab
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	-	313	9	-	-	7	117	140	264	57	12	52	144	125
	21%	-%	89%	15%	-%	-%	4%	21%	29%	21%	22%	14%	11%	27%	25%
			acde	ade				a	abdef	af	af	a		a	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	295	8	2	23	-	8	95	145	249	69	21	48	132	139
	21%	87%	2%	4%	13%	-%	5%	17%	30%	20%	27%	25%	10%	24%	28%
		bcde	e	e	bce			a	abd	ab	abd	ab		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	-	-	41	-	-	1	13	16	30	10	2	6	15	19
	3%	-%	-%	70%	-%	-%	*%	2%	3%	2%	4%	3%	1%	3%	4%
				abde				a	a	a	a	a		a	a
FIXED BROADBAND AND PAY TV	45	-	7	*	37	-	5	22	17	43	1	*	17	17	9
	3%	-%	2%	1%	22%	-%	3%	4%	3%	3%	*%	1%	4%	3%	2%
			ae	ae	abce		e	ef	e	ef			c		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	-	-	*	41	-	1	9	18	27	15	4	4	13	25
	3%	-%	-%	1%	24%	-%	*%	2%	4%	2%	6%	5%	1%	2%	5%
				abe	abce				abd	a	abd	abd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
MOBILE PHONE AND FIXED BROADBAND	12	-	-	-	12	-	3	6	2	11	1	-	6	5	2
	1%	-%	-%	-%	7%	-%	2%	1%	1%	1%	*%	-%	1%	1%	*%
					abce		c						c		
MOBILE PHONE AND PAY TV	5	2	-	-	5	-	1	3	1	5	-	-	2	3	*
	*%	1%	-%	-%	3%	-%	*%	1%	*%	*%	-%	-%	*%	1%	*%
		be			abce										
LANDLINE AND MOBILE PHONE	5	-	-	-	5	-	2	2	1	4	*	-	2	1	1
	*%	-%	-%	-%	3%	-%	1%	*%	*%	*%	*%	-%	1%	*%	*%
					abce										
LANDLINE AND PAY TV	3	-	1	-	3	-	-	3	1	3	-	-	2	1	1
	*%	-%	*%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					abe										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	-	-	-	3	-	1	2	1	3	-	-	2	1	*
	*%	-%	-%	-%	2%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%
					abe										
NONE	708	43	25	6	47	589	152	301	150	602	102	44	320	209	175
	47%	13%	7%	10%	27%	100%	85%	53%	31%	49%	40%	53%	69%	39%	35%
		b			abc	abcd	bcdef	cde		ce	c	ce	bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Fixed Broadband	783	417	364	243	231	152	149	640	77	44	**	107	327	242	214	471
	52%	53%	51%	59%	56%	49%	43%	51%	58%	57%	**	39%	57%	63%	47%	59%
				cd	cd				a				a	ab		a
Landline	731	392	337	230	216	138	138	596	73	42	**	99	304	229	198	443
	49%	50%	47%	56%	53%	44%	40%	48%	55%	55%	**	36%	53%	60%	43%	55%
				cd	cd				a				a	ab		a
Pay TV service	419	208	210	117	126	90	80	342	41	25	**	60	181	127	119	250
	28%	27%	30%	29%	31%	29%	23%	27%	31%	32%	**	22%	31%	33%	26%	31%
				d	d	d							a	a		a
Mobile Phone	108	63	44	36	31	23	17	92	7	7	**	10	49	31	33	57
	7%	8%	6%	9%	7%	7%	5%	7%	5%	9%	**	4%	8%	8%	7%	7%
				d	d	d							a	a		
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	322	158	164	93	95	67	62	261	32	19	**	46	137	103	87	196
	21%	20%	23%	23%	23%	22%	18%	21%	25%	24%	**	17%	24%	27%	19%	25%
				d	d								a	a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	319	181	135	107	95	52	62	259	34	17	**	45	126	100	83	197
	21%	23%	19%	26%	23%	17%	18%	21%	26%	21%	**	16%	22%	26%	18%	25%
		b		cd	cd								a	ab		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	41	23	18	10	13	10	8	34	3	3	**	3	20	10	11	24
	3%	3%	3%	2%	3%	3%	2%	3%	2%	4%	**	1%	4%	3%	2%	3%
													a			
FIXED BROADBAND AND PAY TV	45	20	24	10	14	10	10	37	4	2	**	7	19	11	16	24
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	**	3%	3%	3%	4%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	26	16	19	9	8	5	36	3	3	**	4	16	15	12	23
	3%	3%	2%	5%	2%	3%	2%	3%	2%	4%	**	1%	3%	4%	3%	3%
				bd										a		
MOBILE PHONE AND FIXED BROADBAND	12	7	6	3	4	3	2	10	1	-	**	1	7	3	3	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	*%	1%	1%	1%	1%
MOBILE PHONE AND PAY TV	5	3	2	3	1	1	*	4	*	-	**	2	1	2	2	2
	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	**	1%	*%	*%	*%	*%
												b				
LANDLINE AND MOBILE PHONE	5	2	2	1	3	-	1	4	-	*	**	-	3	1	3	*
	*%	*%	*%	*%	1%	-%	*%	*%	-%	1%	**	-%	1%	*%	1%	*%
					c										b	
LANDLINE AND PAY TV	3	2	2	1	2	*	*	2	1	-	**	1	2	1	1	2
	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	**	*%	*%	*%	*%	*%
									a							
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	1	1	1	*	3	-	-	**	1	2	*	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%
NONE	708	359	341	165	176	159	193	603	53	33	**	164	243	138	240	327
	47%	46%	48%	40%	43%	51%	56%	48%	40%	42%	**	60%	42%	36%	52%	41%
						ab	abc	b				bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Mobile Phone	1239	99	700	199	600	487	312	90	69	1159	80	1239	-	753	485	203
	83%	67%	84%	78%	82%	82%	79%	81%	84%	100%	43%	100%	-%	90%	95%	93%
			a							b		b			a	
Free TV Service	312	52	188	76	164	145	94	27	21	240	42	260	23	185	98	38
	21%	36%	22%	30%	22%	25%	24%	24%	26%	21%	23%	21%	21%	22%	19%	18%
		b		b										bc		
Fixed Broadband	291	45	98	139	3	90	53	22	15	198	46	242	2	155	89	37
	19%	30%	12%	55%	*%	15%	13%	20%	19%	17%	24%	20%	2%	19%	17%	17%
		b		b				b			a	b				
Pay TV service	284	33	178	91	120	124	86	30	24	201	54	236	19	158	98	38
	19%	22%	21%	36%	16%	21%	22%	27%	29%	17%	29%	19%	18%	19%	19%	17%
				b				a	ab		a					
Landline	254	147	106	254	-	145	109	38	22	165	39	199	4	117	86	28
	17%	100%	13%	100%	-%	24%	28%	35%	27%	14%	21%	16%	4%	14%	17%	13%
		b		b				ab			a	b				
NONE	97	-	82	-	82	44	37	5	4	-	63	-	63	45	18	8
	6%	-%	10%	-%	11%	7%	10%	4%	5%	-%	34%	-%	58%	5%	4%	4%
			a		a		cd				a		a	b		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Mobile Phone	1239	133	744	242	635	529	348	112	85	182	400	236	346
	83%	75%	83%	83%	81%	83%	80%	80%	82%	81%	84%	83%	83%
			a										
Free TV Service	312	46	196	75	167	161	81	36	30	-	-	-	-
	21%	26%	22%	26%	21%	25%	19%	26%	29%	-%	-%	-%	-%
				b		b		b	b				
Fixed Broadband	291	177	114	291	-	184	107	53	34	59	44	99	4
	19%	100%	13%	100%	-%	29%	25%	38%	33%	26%	9%	35%	1%
		b		b		b		ab	b	b		b	
Pay TV service	284	35	186	99	122	133	89	34	26	224	60	284	-
	19%	20%	21%	34%	16%	21%	20%	24%	25%	100%	12%	100%	-%
				b						b		b	
Landline	254	39	117	139	17	99	57	24	18	53	53	91	15
	17%	22%	13%	48%	2%	15%	13%	17%	18%	23%	11%	32%	4%
		b		b				b		b		b	
NONE	97	-	92	-	92	49	43	9	7	-	71	-	71
	6%	-%	10%	-%	12%	8%	10%	6%	7%	-%	15%	-%	17%
			a		a		ac				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Mobile Phone	1239	255	327	42	**	80	180	**	**	582	260	914	325
	83%	82%	83%	81%	**	84%	83%	**	**	83%	83%	83%	81%
Free TV Service	312	-	-	-	**	95	217	**	**	-	312	186	126
	21%	-%	-%	-%	**	100%	100%	**	**	-%	100%	17%	31%
											a		a
Fixed Broadband	291	45	58	13	**	25	50	**	**	103	75	230	61
	19%	15%	15%	26%	**	26%	23%	**	**	15%	24%	21%	15%
				ab							a	b	
Pay TV service	284	110	174	25	**	-	-	**	**	284	-	231	53
	19%	36%	44%	49%	**	-%	-%	**	**	40%	-%	21%	13%
			a	a						b		b	
Landline	254	41	64	9	**	19	58	**	**	106	76	156	98
	17%	13%	16%	17%	**	19%	27%	**	**	15%	24%	14%	24%
							a				a		a
NONE	97	34	37	4	**	-	-	**	**	71	-	75	22
	6%	11%	10%	9%	**	-%	-%	**	**	10%	-%	7%	5%
										b			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Mobile Phone	1239	311	333	17	98	487	150	478	417	1045	189	58	389	453	394
	83%	92%	94%	29%	57%	83%	83%	84%	85%	84%	74%	70%	84%	84%	79%
		cde	cde		c	cd	ef	ef	ef	ef			c	c	
Free TV Service	312	155	-	-	42	115	14	86	119	219	92	38	55	102	154
	21%	46%	-%	-%	25%	19%	8%	15%	24%	18%	36%	45%	12%	19%	31%
		bcde			bce	bc		a	abd	a	abcd	abcd		a	ab
Fixed Broadband	291	43	25	6	46	172	34	143	75	252	38	8	110	100	80
	19%	13%	7%	10%	27%	29%	19%	25%	15%	20%	15%	10%	24%	19%	16%
		b			abc	abc	f	acdef		cef			bc		
Pay TV service	284	108	32	8	52	91	28	110	101	238	45	14	82	105	97
	19%	32%	9%	14%	30%	15%	15%	19%	21%	19%	18%	17%	18%	19%	19%
		bce			bce	b			a						
Landline	254	43	32	6	42	132	15	85	78	178	76	39	52	81	121
	17%	13%	9%	11%	24%	22%	8%	15%	16%	14%	30%	46%	11%	15%	24%
		b			abc	abc		a	a	a	abcd	abcde		a	ab
NONE	97	11	17	41	27	3	6	34	39	79	17	5	23	36	38
	6%	3%	5%	70%	16%	*%	4%	6%	8%	6%	7%	6%	5%	7%	8%
		e	e	abde	abe				a	a	a				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Mobile Phone	1239	628	603	340	347	252	281	1034	110	62	**	230	471	319	374	671
	83%	80%	85%	83%	84%	81%	82%	83%	84%	79%	**	84%	82%	83%	82%	84%
			a													
Free TV Service	312	169	141	92	87	49	78	270	21	13	**	52	118	87	96	170
	21%	22%	20%	22%	21%	16%	23%	22%	16%	17%	**	19%	21%	23%	21%	21%
				c	c		c	b								
Fixed Broadband	291	152	137	83	86	57	59	245	23	17	**	47	108	83	79	157
	19%	19%	19%	20%	21%	18%	17%	20%	17%	22%	**	17%	19%	22%	17%	20%
														a		
Pay TV service	284	159	121	92	75	68	48	230	28	19	**	39	113	92	72	163
	19%	20%	17%	22%	18%	22%	14%	18%	21%	25%	**	14%	20%	24%	16%	20%
		b		bd	d	d				a			a	ab		a
Landline	254	135	117	72	57	52	69	208	26	14	**	37	108	59	82	129
	17%	17%	17%	18%	14%	17%	20%	17%	20%	18%	**	14%	19%	15%	18%	16%
				b			b						ac			
NONE	97	56	41	24	28	23	21	82	9	5	**	15	37	25	28	54
	6%	7%	6%	6%	7%	7%	6%	7%	7%	6%	**	6%	7%	7%	6%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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	1737	22	1582	36	1568	982	622	178	134	1295	350	1364	281	1016	629	199
Effective Weighted Sample	1539	21	1415	33	1402	874	560	149	121	1155	318	1217	253	903	561	174
Total	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	398 51%	** **	380 52%	** **	379 52%	239 53%	144 50%	45 63% ab	37 62% b	318 53% b	61 46%	332 53% b	47 44%	243 54% b	136 47%	47 56% b
TV service	149 19%	** **	147 20%	** **	145 20%	92 20%	56 19%	13 18%	10 17%	121 20%	21 16%	124 20%	18 17%	86 19%	56 20%	17 21%
Mobile phone	30 4%	** **	26 4%	** **	26 4%	18 4%	9 3%	2 3%	2 3%	- -%	30 22% a	- -%	30 27% a	21 5%	8 3%	4 5%
Landline phone (i.e. home phone) or line rental	25 3%	** **	25 3%	** **	25 3%	18 4%	7 2%	2 3%	1 2%	11 2%	11 8% a	11 2%	11 10% a	16 4%	7 2%	2 3%
All of these services are equally important	343 44%	** **	313 43%	** **	307 42%	185 41% c	133 46% cd	22 31%	19 32%	259 43%	59 44%	271 43%	47 44%	182 40%	136 47% ac	30 35%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	253 32%	** **	237 32%	** **	235 32%	150 33%	89 31%	33 46% ab	27 46% ab	213 35% b	27 20%	225 36% b	16 14%	157 35% b	84 29%	33 39% b
FIXED BROADBAND AND PAY TV	110 14%	** **	110 15%	** **	110 15%	64 14%	46 16%	10 14%	7 13%	100 17% b	5 4%	102 16% b	3 3%	60 13%	45 16%	11 13%
PAY TV ONLY	26 3%	** **	24 3%	** **	22 3%	18 4%	7 3%	3 4%	3 4%	21 3%	3 2%	22 3%	2 2%	15 3%	9 3%	5 5%
MOBILE PHONE AND FIXED BROADBAND	11 1%	** **	10 1%	** **	10 1%	7 2%	3 1%	1 2%	1 2%	- -%	11 8% a	- -%	11 10% a	9 2% b	2 1%	1 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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	1737	22	1582	36	1568	982	622	178	134	1295	350	1364	281	1016	629	199
Effective Weighted Sample	1539	21	1415	33	1402	874	560	149	121	1155	318	1217	253	903	561	174
Total	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
LANDLINE AND FIXED BROADBAND	11	**	11	**	11	8	3	*	*	5	5	5	5	7	3	1
	1%	**	1%	**	1%	2%	1%	1%	1%	1%	3%	1%	4%	2%	1%	1%
											a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	10	**	10	**	10	7	3	*	*	-	10	-	10	8	2	1
	1%	**	1%	**	1%	2%	1%	1%	1%	-%	7%	-%	9%	2%	1%	1%
											a		a	b		
LANDLINE ONLY	10	**	10	**	10	6	3	2	1	6	2	6	2	6	2	1
	1%	**	1%	**	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%
MOBILE PHONE ONLY	8	**	6	**	6	3	3	*	-	-	8	-	8	4	4	1
	1%	**	1%	**	1%	1%	1%	1%	-%	-%	6%	-%	8%	1%	1%	2%
											a		a			
LANDLINE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	3	*	-	-	-	3	-	3	3	1	*
	*%	**	*%	**	*%	1%	*%	-%	-%	-%	3%	-%	3%	1%	*%	*%
											a		a			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	*	**	*	**	*	-	*	-	-	-	*	-	*	-	*	-
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%
											a		a			
LANDLINE AND PAY TV	*	**	*	**	*	*	-	-	-	*	-	*	-	*	-	*
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%
LANDLINE AND MOBILE PHONE	*	**	*	**	*	*	-	-	-	-	*	-	*	*	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1737	9	1719	12	1716	1013	715	213	158	239	791	256	774
Effective Weighted Sample	1539	8	1529	10	1526	901	635	181	142	223	718	235	703
Total	785	3	778	5	776	455	326	87	69	107	429	118	418
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	398 51%	** **	398 51%	** **	398 51%	244 54% b	154 47%	53 62% ab	43 62% b	49 46%	215 50%	54 46%	211 50%
TV service	149 19%	** **	149 19%	** **	149 19%	87 19%	63 19%	12 14%	10 14%	- -%	149 35% a	- -%	149 36% a
Mobile phone	30 4%	** **	27 4%	** **	27 4%	18 4%	10 3%	2 2%	1 2%	3 3%	17 4%	4 3%	16 4%
Landline phone (i.e. home phone) or line rental	25 3%	** **	22 3%	** **	22 3%	13 3%	10 3%	2 3%	1 2%	6 6%	14 3%	6 5%	14 3%
All of these services are equally important	343 44%	** **	341 44%	** **	339 44%	185 41% c	157 48% acd	29 33%	24 34%	51 48%	181 42%	57 49%	175 42%
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	253 32%	** **	253 33%	** **	253 33%	160 35% b	93 29%	42 48% ab	33 48% ab	46 43% b	81 19%	50 43% b	78 19%
FIXED BROADBAND AND PAY TV	110 14%	** **	110 14%	** **	110 14%	64 14%	46 14%	10 12%	8 11%	- -%	110 26% a	- -%	110 26% a
PAY TV ONLY	26 3%	** **	25 3%	** **	25 3%	16 4%	10 3%	2 2%	2 3%	- -%	26 6% a	- -%	26 6% a
MOBILE PHONE AND FIXED BROADBAND	11 1%	** **	11 1%	** **	11 1%	7 2%	4 1%	1 1%	1 1%	2 2%	3 1%	2 2% b	2 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1737	9	1719	12	1716	1013	715	213	158	239	791	256	774
Effective Weighted Sample	1539	8	1529	10	1526	901	635	181	142	223	718	235	703
Total	785	3	778	5	776	455	326	87	69	107	429	118	418
LANDLINE AND FIXED BROADBAND	11	**	11	**	11	7	4	*	*	1	7	1	7
	1%	**	1%	**	1%	2%	1%	*%	1%	1%	2%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	10	**	10	**	10	5	4	*	*	-	10	-	10
	1%	**	1%	**	1%	1%	1%	*%	1%	-%	2%	-%	2%
											a		a
LANDLINE ONLY	10	**	7	**	7	4	3	2	1	5	2	5	2
	1%	**	1%	**	1%	1%	1%	2%	1%	5%	*%	5%	1%
										b		b	
MOBILE PHONE ONLY	8	**	6	**	6	5	2	1	*	1	4	1	4
	1%	**	1%	**	1%	1%	1%	1%	*%	1%	1%	1%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	1	2	-	-	-	3	-	3
	*%	**	*%	**	*%	*%	1%	-%	-%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	*	**	*	**	*	-	*	-	-	-	*	-	*
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*%	-%	*%
LANDLINE AND PAY TV	*	**	*	**	*	*	-	*	-	-	*	-	*
	*%	**	*%	**	*%	*%	-%	*%	-%	-%	*%	-%	*%
LANDLINE AND MOBILE PHONE	*	**	*	**	*	*	-	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1737	466	564	78	54	152	282	24	19	1030	434	1248	489
Effective Weighted Sample	1539	417	516	65	48	147	275	22	18	933	422	1108	434
Total	785	241	295	34	26	59	109	8	7	536	168	580	205
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	398	119	145	**	**	31	60	**	**	264	91	321	78
	51%	50%	49%	**	**	53%	55%	**	**	49%	54%	55%	38%
												b	
TV service	149	73	76	**	**	-	-	**	**	149	-	120	30
	19%	30%	26%	**	**	-%	-%	**	**	28%	-%	21%	15%
										b		b	
Mobile phone	30	11	9	**	**	2	3	**	**	20	4	22	7
	4%	5%	3%	**	**	3%	3%	**	**	4%	3%	4%	4%
Landline phone (i.e. home phone) or line rental	25	12	8	**	**	1	2	**	**	20	3	17	8
	3%	5%	3%	**	**	2%	2%	**	**	4%	2%	3%	4%
		b											
All of these services are equally important	343	99	133	**	**	26	48	**	**	232	75	228	115
	44%	41%	45%	**	**	45%	44%	**	**	43%	45%	39%	56%
													a
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	253	51	77	**	**	30	55	**	**	128	85	205	48
	32%	21%	26%	**	**	50%	51%	**	**	24%	51%	35%	23%
											a	b	
FIXED BROADBAND AND PAY TV	110	53	57	**	**	-	-	**	**	110	-	91	20
	14%	22%	19%	**	**	-%	-%	**	**	21%	-%	16%	10%
										b		b	
PAY TV ONLY	26	13	13	**	**	-	-	**	**	26	-	18	8
	3%	6%	4%	**	**	-%	-%	**	**	5%	-%	3%	4%
										b			
MOBILE PHONE AND FIXED BROADBAND	11	3	2	**	**	1	3	**	**	5	4	7	4
	1%	1%	1%	**	**	1%	3%	**	**	1%	2%	1%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1737	466	564	78	54	152	282	24	19	1030	434	1248	489
Effective Weighted Sample	1539	417	516	65	48	147	275	22	18	933	422	1108	434
Total	785	241	295	34	26	59	109	8	7	536	168	580	205
LANDLINE AND FIXED BROADBAND	11	6	2	**	**	*	2	**	**	8	2	7	4
	1%	2%	1%	**	**	1%	2%	**	**	2%	1%	1%	2%
		b											
MOBILE PHONE, FIXED BROADBAND AND PAY TV	10	5	4	**	**	-	-	**	**	10	-	8	2
	1%	2%	1%	**	**	-%	-%	**	**	2%	-%	1%	1%
										b			
LANDLINE ONLY	10	5	3	**	**	1	*	**	**	7	1	7	3
	1%	2%	1%	**	**	1%	*%	**	**	1%	1%	1%	1%
MOBILE PHONE ONLY	8	4	2	**	**	1	-	**	**	5	1	7	2
	1%	2%	1%	**	**	2%	-%	**	**	1%	1%	1%	1%
						b							
LANDLINE, FIXED BROADBAND AND PAY TV	3	1	2	**	**	-	-	**	**	3	-	3	1
	*%	1%	1%	**	**	-%	-%	**	**	1%	-%	*%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	*	-	*	**	**	-	-	**	**	*	-	*	-
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE AND PAY TV	*	*	-	**	**	-	-	**	**	*	-	*	-
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE AND MOBILE PHONE	*	-	-	**	**	-	-	**	**	-	-	-	*
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	-%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1737	760	523	127	332	-	70	581	698	1349	383	105	325	676	731
Effective Weighted Sample	1539	715	503	123	289	-	55	506	632	1194	350	96	273	606	659
Total	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	398	153	171	29	45	**	**	158	176	351	46	9	91	175	131
	51%	53%	52%	54%	39%	**	**	59%	52%	56%	30%	23%	65%	54%	41%
		d	d	d				cef	ef	ef			bc	c	
TV service	149	*	127	19	4	**	**	55	69	130	19	4	29	65	54
	19%	*%	38%	37%	3%	**	**	21%	20%	21%	12%	10%	21%	20%	17%
			ad	ad	a			ef	ef	ef					
Mobile phone	30	1	-	13	17	**	**	11	11	24	5	1	5	13	10
	4%	*%	-%	24%	14%	**	**	4%	3%	4%	3%	2%	4%	4%	3%
				abd	ab										
Landline phone (i.e. home phone) or line rental	25	5	8	5	7	**	**	6	11	20	4	1	7	7	10
	3%	2%	2%	10%	6%	**	**	2%	3%	3%	3%	3%	5%	2%	3%
				ab	ab								b		
All of these services are equally important	343	130	135	20	59	**	**	94	143	243	99	28	38	131	173
	44%	45%	41%	39%	50%	**	**	35%	42%	39%	65%	70%	27%	40%	55%
					bc				b		bcd	bcd		a	ab
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	253	153	60	8	32	**	**	104	111	226	26	6	63	113	77
	32%	53%	18%	15%	27%	**	**	39%	33%	36%	17%	15%	44%	35%	24%
		bcd			bc			cef	ef	ef			bc	c	
FIXED BROADBAND AND PAY TV	110	-	105	4	1	**	**	45	47	97	13	2	24	49	37
	14%	-%	32%	8%	*%	**	**	17%	14%	15%	9%	6%	17%	15%	12%
			acd	ad				ef	ef	ef			c	c	
PAY TV ONLY	26	*	21	2	3	**	**	7	14	22	4	1	4	11	11
	3%	*%	6%	4%	3%	**	**	3%	4%	4%	2%	4%	3%	4%	3%
			ad	a	a										
MOBILE PHONE AND FIXED BROADBAND	11	-	-	2	9	**	**	4	4	8	3	1	2	5	4
	1%	-%	-%	3%	8%	**	**	1%	1%	1%	2%	2%	1%	1%	1%
				ab	abc										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1737	760	523	127	332	-	70	581	698	1349	383	105	325	676	731
Effective Weighted Sample	1539	715	503	123	289	-	55	506	632	1194	350	96	273	606	659
Total	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
LANDLINE AND FIXED BROADBAND	11	-	6	1	3	**	**	2	6	8	2	*	2	4	5
	1%	-%	2%	2%	3%	**	**	1%	2%	1%	1%	1%	1%	1%	2%
			a	a	a										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	10	-	-	10	-	**	**	2	6	8	1	-	*	4	5
	1%	-%	-%	18%	-%	**	**	1%	2%	1%	1%	-%	*%	1%	1%
				abd											
LANDLINE ONLY	10	5	1	*	3	**	**	3	2	7	2	1	5	2	3
	1%	2%	*%	*%	3%	**	**	1%	1%	1%	1%	3%	3%	1%	1%
		b			b							c	bc		
MOBILE PHONE ONLY	8	1	-	1	7	**	**	5	1	7	1	-	3	4	1
	1%	*%	-%	2%	6%	**	**	2%	*%	1%	*%	-%	2%	1%	*%
				ab	ab			ce					c	c	
LANDLINE, FIXED BROADBAND AND PAY TV	3	-	-	3	-	**	**	*	2	3	*	-	1	*	2
	*%	-%	-%	7%	-%	**	**	*%	1%	*%	*%	-%	1%	*%	1%
				abd											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	*	-	-	*	-	**	**	-	*	*	-	-	-	-	*
	*%	-%	-%	1%	-%	**	**	-%	*%	*%	-%	-%	-%	-%	*%
				ab											
LANDLINE AND PAY TV	*	-	*	-	-	**	**	*	-	*	-	-	*	-	-
	*%	-%	*%	-%	-%	**	**	*%	-%	*%	-%	-%	*%	-%	-%
LANDLINE AND MOBILE PHONE	*	-	-	-	*	**	**	-	*	*	-	-	-	*	-
	*%	-%	-%	-%	*%	**	**	-%	*%	*%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1737	915	814	517	493	333	377	1431	165	95	46	244	727	509	503	1002
Effective Weighted Sample	1539	813	719	467	437	296	329	1269	145	86	40	213	640	457	440	901
Total	785	416	367	243	234	151	149	641	77	45	22	108	327	242	216	469
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	398	224	173	134	120	79	65	333	37	**	**	51	156	144	96	255
	51%	54%	47%	55%	51%	52%	44%	52%	48%	**	**	47%	48%	60%	44%	54%
		b		d	d	d								ab		a
TV service	149	83	67	46	50	27	25	123	14	**	**	21	60	52	38	97
	19%	20%	18%	19%	21%	18%	17%	19%	18%	**	**	20%	18%	21%	18%	21%
Mobile phone	30	18	10	10	7	7	5	27	1	**	**	3	11	8	7	15
	4%	4%	3%	4%	3%	4%	4%	4%	2%	**	**	2%	3%	3%	3%	3%
Landline phone (i.e. home phone) or line rental	25	12	13	7	8	6	4	20	3	**	**	5	11	4	10	9
	3%	3%	4%	3%	3%	4%	3%	3%	4%	**	**	5%	3%	2%	5%	2%
												c			b	
All of these services are equally important	343	171	171	97	97	64	78	272	36	**	**	51	155	85	103	194
	44%	41%	47%	40%	41%	43%	52%	42%	46%	**	**	47%	47%	35%	48%	41%
			a				abc					c	c		b	
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	253	142	110	86	77	50	39	211	24	**	**	29	98	96	60	163
	32%	34%	30%	35%	33%	33%	26%	33%	31%	**	**	27%	30%	39%	28%	35%
				d	d									ab		a
FIXED BROADBAND AND PAY TV	110	60	50	37	33	20	20	91	10	**	**	16	46	39	26	73
	14%	15%	14%	15%	14%	13%	14%	14%	13%	**	**	15%	14%	16%	12%	16%
PAY TV ONLY	26	13	13	6	13	4	3	21	3	**	**	4	8	10	9	15
	3%	3%	4%	3%	5%	3%	2%	3%	4%	**	**	4%	2%	4%	4%	3%
					ad											
MOBILE PHONE AND FIXED BROADBAND	11	6	5	4	2	3	1	10	*	**	**	2	3	4	4	5
	1%	1%	1%	2%	1%	2%	1%	2%	1%	**	**	2%	1%	2%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1737	915	814	517	493	333	377	1431	165	95	46	244	727	509	503	1002
Effective Weighted Sample	1539	813	719	467	437	296	329	1269	145	86	40	213	640	457	440	901
Total	785	416	367	243	234	151	149	641	77	45	22	108	327	242	216	469
LANDLINE AND FIXED BROADBAND	11	6	4	3	3	3	2	9	2	**	**	3	3	3	4	5
	1%	2%	1%	1%	1%	2%	1%	1%	2%	**	**	2%	1%	1%	2%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	10	7	3	3	3	2	2	9	1	**	**	-	5	2	1	7
	1%	2%	1%	1%	1%	1%	1%	1%	1%	**	**	-%	1%	1%	*%	2%
LANDLINE ONLY	10	2	7	3	3	2	1	7	1	**	**	2	6	1	5	2
	1%	1%	2%	1%	1%	1%	1%	1%	1%	**	**	2%	2%	*%	2%	1%
			a										c		b	
MOBILE PHONE ONLY	8	6	2	3	2	2	2	8	*	**	**	1	3	2	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	*%	**	**	1%	1%	1%	1%	*%
LANDLINE, FIXED BROADBAND AND PAY TV	3	3	1	*	1	1	*	3	-	**	**	1	2	*	2	2
	*%	1%	*%	*%	1%	1%	*%	*%	-%	**	**	1%	1%	*%	1%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	*	-	*	-	*	-	-	*	-	**	**	-	*	-	-	*
	*%	-%	*%	-%	*%	-%	-%	*%	-%	**	**	-%	*%	-%	-%	*%
LANDLINE AND PAY TV	*	*	-	*	-	-	-	*	-	**	**	-	*	-	-	*
	*%	*%	-%	*%	-%	-%	-%	*%	-%	**	**	-%	*%	-%	-%	*%
LANDLINE AND MOBILE PHONE	*	-	*	-	-	-	*	*	-	**	**	*	-	-	-	-
	*%	-%	*%	-%	-%	-%	*%	*%	-%	**	**	*%	-%	-%	-%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		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	27	-	27	2	25	14	13	4	3	-	27	17	10	22	5	7
Effective Weighted Sample	26	-	26	2	24	13	13	4	3	-	26	16	9	21	5	7
Total	11	-	11	1	11	6	6	1	1	-	11	7	4	9	2	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	-	27	-	27	17	10	4	3	-	27	15	12
Effective Weighted Sample	26	-	26	-	26	16	10	4	3	-	26	15	11
Total	11	-	11	-	11	7	4	1	1	-	11	7	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	12	15	2	2	-	-	-	-	27	-	22	5
Effective Weighted Sample	26	11	15	2	2	-	-	-	-	26	-	21	5
Total	11	5	6	1	1	-	-	-	-	11	-	9	2
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	27	19	-	-	27	-	-	10	11	21	5	1	2	17	7
Effective Weighted Sample	26	19	-	-	26	-	-	9	11	20	5	1	2	16	7
Total	11	9	-	-	11	-	-	4	5	9	2	*	1	7	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	27	20	6	11	6	5	5	24	3	-	-	4	13	7	10	15
Effective Weighted Sample	26	19	6	10	6	5	5	23	3	-	-	4	12	7	9	14
Total	11	8	3	4	3	2	2	10	1	-	-	2	5	3	4	6
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Bundle 1	785	9	733	17	724	451	290	72	59	605	134	631	108	451	287	84
	52%	6%	88%	7%	99%	76%	74%	65%	72%	52%	71%	51%	100%	54%	56%	38%
			a		a	c	c				a		a	c	c	
Bundle 2	11	-	11	1	11	6	6	1	1	-	11	7	4	9	2	3
	1%	-%	1%	*%	1%	1%	1%	1%	2%	-%	6%	1%	4%	1%	*%	1%
					a						a		a	b		b
Standalone - Landline	254	147	106	254	-	145	109	38	22	165	39	199	4	117	86	28
	17%	100%	13%	100%	-%	24%	28%	35%	27%	14%	21%	16%	4%	14%	17%	13%
		b		b				ab			a	b				
Standalone - Mobile	1239	99	700	199	600	487	312	90	69	1159	80	1239	-	753	485	203
	83%	67%	84%	78%	82%	82%	79%	81%	84%	100%	43%	100%	-%	90%	95%	93%
			a							b		b			a	
Standalone - Broadband	291	45	98	139	3	90	53	22	15	198	46	242	2	155	89	37
	19%	30%	12%	55%	*%	15%	13%	20%	19%	17%	24%	20%	2%	19%	17%	17%
		b		b				b			a	b				
Standalone - TV	596	85	365	167	283	270	180	57	45	442	97	496	43	343	196	76
	40%	58%	44%	66%	39%	46%	46%	51%	55%	38%	52%	40%	39%	41%	38%	35%
		b		b					ab		a			c		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Bundle 1	785	3	778	5	776	455	326	87	69	107	429	118	418
	52%	2%	87%	2%	99%	71%	75%	62%	67%	48%	90%	41%	100%
			a		a	c	acd				a		a
Bundle 2	11	-	11	-	11	7	4	1	1	-	11	7	5
	1%	-%	1%	-%	1%	1%	1%	1%	1%	-%	2%	2%	1%
			a		a						a		
Standalone - Landline	254	39	117	139	17	99	57	24	18	53	53	91	15
	17%	22%	13%	48%	2%	15%	13%	17%	18%	23%	11%	32%	4%
		b		b				b		b		b	
Standalone - Mobile	1239	133	744	242	635	529	348	112	85	182	400	236	346
	83%	75%	83%	83%	81%	83%	80%	80%	82%	81%	84%	83%	83%
			a										
Standalone - Broadband	291	177	114	291	-	184	107	53	34	59	44	99	4
	19%	100%	13%	100%	-%	29%	25%	38%	33%	26%	9%	35%	1%
		b		b		b		ab	b	b		b	
Standalone - TV	596	81	383	174	290	294	170	70	55	224	60	284	-
	40%	46%	43%	60%	37%	46%	39%	50%	54%	100%	12%	100%	-%
				b		b		b	ab	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Bundle 1	785	241	295	34	**	59	109	**	**	536	168	580	205
	52%	78%	75%	67%	**	62%	50%	**	**	76%	54%	53%	51%
		c				b				b			
Bundle 2	11	5	6	1	**	-	-	**	**	11	-	9	2
	1%	2%	2%	2%	**	-%	-%	**	**	2%	-%	1%	1%
										b			
Standalone - Landline	254	41	64	9	**	19	58	**	**	106	76	156	98
	17%	13%	16%	17%	**	19%	27%	**	**	15%	24%	14%	24%
							a				a		a
Standalone - Mobile	1239	255	327	42	**	80	180	**	**	582	260	914	325
	83%	82%	83%	81%	**	84%	83%	**	**	83%	83%	83%	81%
Standalone - Broadband	291	45	58	13	**	25	50	**	**	103	75	230	61
	19%	15%	15%	26%	**	26%	23%	**	**	15%	24%	21%	15%
				ab							a	b	
Standalone - TV	596	110	174	25	**	95	217	**	**	284	312	417	179
	40%	36%	44%	49%	**	100%	100%	**	**	40%	100%	38%	45%
			a	a							a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Bundle 1	785	289	329	52	118	-	28	268	336	632	151	39	141	325	318
	52%	85%	93%	90%	69%	-%	15%	47%	69%	51%	59%	47%	31%	60%	64%
		de	ade	de	e			a	abdef	ab	abdf	a		a	a
Bundle 2	11	9	-	-	11	-	-	4	5	9	2	*	1	7	3
	1%	3%	-%	-%	7%	-%	-%	1%	1%	1%	1%	*%	*%	1%	1%
		be			abce				a					a	
Standalone - Landline	254	43	32	6	42	132	15	85	78	178	76	39	52	81	121
	17%	13%	9%	11%	24%	22%	8%	15%	16%	14%	30%	46%	11%	15%	24%
		b			abc	abc		a	a	a	abcd	abcde		a	ab
Standalone - Mobile	1239	311	333	17	98	487	150	478	417	1045	189	58	389	453	394
	83%	92%	94%	29%	57%	83%	83%	84%	85%	84%	74%	70%	84%	84%	79%
		cde	cde		c	cd	ef	ef	ef	ef			c	c	
Standalone - Broadband	291	43	25	6	46	172	34	143	75	252	38	8	110	100	80
	19%	13%	7%	10%	27%	29%	19%	25%	15%	20%	15%	10%	24%	19%	16%
		b			abc	abc	f	acdef		cef			bc		
Standalone - TV	596	263	32	8	94	206	42	197	219	458	138	52	137	207	251
	40%	78%	9%	14%	55%	35%	23%	34%	45%	37%	54%	62%	30%	39%	51%
		bcde			bce	bc		a	abd	a	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Bundle 1	785	416	367	243	234	151	149	641	77	45	**	108	327	242	216	469
	52%	53%	52%	59%	57%	48%	43%	51%	59%	58%	**	40%	57%	63%	47%	59%
				cd	cd				a				a	ab		a
Bundle 2	11	8	3	4	3	2	2	10	1	-	**	2	5	3	4	6
	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%	**	1%	1%	1%	1%	1%
		b														
Standalone - Landline	254	135	117	72	57	52	69	208	26	14	**	37	108	59	82	129
	17%	17%	17%	18%	14%	17%	20%	17%	20%	18%	**	14%	19%	15%	18%	16%
				b			b						ac			
Standalone - Mobile	1239	628	603	340	347	252	281	1034	110	62	**	230	471	319	374	671
	83%	80%	85%	83%	84%	81%	82%	83%	84%	79%	**	84%	82%	83%	82%	84%
			a													
Standalone - Broadband	291	152	137	83	86	57	59	245	23	17	**	47	108	83	79	157
	19%	19%	19%	20%	21%	18%	17%	20%	17%	22%	**	17%	19%	22%	17%	20%
														a		
Standalone - TV	596	329	263	184	162	117	126	500	49	32	**	91	231	179	167	334
	40%	42%	37%	45%	39%	38%	37%	40%	37%	41%	**	33%	40%	47%	36%	42%
		b		bcd									a	ab		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Every day	188	46	142	61	128	103	85	17	12	66	51	9	20	43
	19%	31%	17%	24%	17%	17%	22%	16%	15%	20%	14%	15%	17%	33%
		b		b			acd			b				abcd
Every few days	148	35	113	47	101	97	51	24	18	47	43	10	18	31
	15%	23%	14%	18%	14%	16%	13%	21%	22%	14%	12%	18%	16%	24%
		b		b		b		ab	b					abd
Several times a week	118	21	98	31	87	78	41	12	10	36	44	8	15	18
	12%	14%	12%	12%	12%	13%	10%	11%	12%	11%	12%	13%	13%	14%
Once a week	83	16	67	26	57	50	33	5	4	26	25	7	11	15
	8%	11%	8%	10%	8%	8%	8%	5%	5%	8%	7%	13%	10%	11%
						c						ab		
Less often	187	11	177	36	152	112	75	18	14	76	73	10	22	10
	19%	7%	21%	14%	21%	19%	19%	16%	17%	23%	21%	16%	19%	7%
			a		a					e	e	e	e	
Don’t know	4	3	1	3	1	1	3	-	-	*	1	*	-	3
	*%	2%	*%	1%	*%	*%	1%	-%	-%	*%	*%	1%	-%	2%
		b		b			a							abd
The landline is never used to make or receive phone calls	256	17	239	51	206	152	104	34	25	88	117	14	27	12
	26%	12%	29%	20%	28%	26%	27%	31%	30%	26%	33%	24%	24%	9%
			a		a					e	acde	e	e	
NET: AT LEAST ONCE A WEEK	538	117	420	165	372	328	210	59	44	174	162	34	64	107
	55%	79%	50%	65%	51%	55%	53%	53%	53%	51%	46%	59%	56%	82%
		b		b						b		b	b	abcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Every day	188	67	36	34	18	9	5	**	31	64	99	89	45	18	47	123
	19%	25%	15%	17%	21%	18%	11%	**	10%	16%	13%	39%	58%	11%	12%	29%
		bcf			f					b	b	bcd	bcde			ab
Every few days	148	41	29	26	15	5	12	**	36	58	103	44	11	26	46	75
	15%	16%	12%	13%	18%	12%	26%	**	11%	15%	14%	19%	14%	16%	12%	17%
							abce					bcd				b
Several times a week	118	30	31	22	9	5	7	**	39	45	89	30	9	17	46	55
	12%	11%	13%	11%	11%	10%	15%	**	12%	11%	12%	13%	11%	10%	12%	13%
Once a week	83	30	15	16	3	3	5	**	21	40	64	18	6	9	34	39
	8%	11%	6%	8%	4%	7%	11%	**	6%	10%	9%	8%	8%	6%	9%	9%
		bd					d			b						a
Less often	187	50	48	39	15	12	9	**	59	92	155	32	4	22	88	78
	19%	19%	21%	19%	18%	25%	18%	**	18%	23%	21%	14%	5%	13%	23%	18%
									f	bef	ef	f			ac	a
Don't know	4	2	-	1	*	-	-	**	*	2	2	2	-	-	1	3
	*%	1%	-%	1%	*%	-%	-%	**	*%	*%	*%	1%	-%	-%	*%	1%
												b				
The landline is never used to make or receive phone calls	256	45	74	63	23	13	8	**	138	97	243	13	3	73	125	57
	26%	17%	32%	32%	28%	29%	18%	**	43%	24%	32%	6%	4%	44%	32%	13%
			af	af	af	af			cdef	ef	cef			bc	c	
NET: AT LEAST ONCE A WEEK	538	169	112	98	45	22	30	**	126	207	355	181	71	70	174	292
	55%	64%	48%	49%	54%	46%	64%	**	39%	52%	47%	80%	91%	42%	45%	68%
		bcde					bce			bd	b	bcd	bcde			ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Every day	188	103	85	63	38	29	57	163	12	11	**	34	75	46	66	93
	19%	20%	19%	21%	14%	15%	27%	20%	12%	19%	**	25%	18%	16%	24%	16%
				bc			abc	b				bc			b	
Every few days	148	86	61	44	39	36	28	120	12	14	**	18	70	34	42	84
	15%	16%	14%	15%	14%	19%	13%	15%	12%	25%	**	13%	17%	12%	15%	15%
						d				ab			c			
Several times a week	118	66	51	34	36	22	23	92	13	8	**	18	53	30	39	61
	12%	12%	11%	11%	13%	12%	11%	11%	13%	15%	**	13%	13%	10%	14%	11%
Once a week	83	49	34	32	21	15	14	65	13	4	**	11	32	27	19	54
	8%	9%	8%	11%	8%	8%	7%	8%	13%	7%	**	8%	8%	10%	7%	9%
				d					a							
Less often	187	105	82	59	51	39	36	151	22	7	**	24	76	63	50	116
	19%	20%	18%	19%	19%	20%	18%	19%	23%	13%	**	18%	19%	22%	18%	20%
									c							
Don't know	4	3	1	1	*	1	2	3	*	-	**	-	*	1	2	1
	*%	1%	*%	*%	*%	*%	1%	*%	*%	-%	**	-%	*%	*%	1%	*%
The landline is never used to make or receive phone calls	256	116	138	70	88	48	48	210	26	12	**	31	105	87	62	163
	26%	22%	30%	23%	32%	25%	23%	26%	26%	21%	**	23%	26%	30%	22%	28%
			a		acd									ab		a
NET: AT LEAST ONCE A WEEK	538	304	232	173	134	102	121	439	50	37	**	81	230	137	166	292
	55%	58%	51%	57%	49%	54%	58%	55%	50%	66%	**	59%	56%	48%	60%	51%
		b		b			b			ab		c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Very satisfied	337	47	290	77	260	197	140	39	32	112	120	24	43	43
	34%	32%	35%	30%	36%	33%	36%	35%	38%	33%	34%	41%	38%	32%
					a									
Fairly satisfied	427	72	354	109	318	265	161	46	33	142	155	25	42	65
	43%	49%	42%	43%	43%	45%	41%	42%	39%	42%	44%	42%	37%	49%
														d
Neither satisfied nor dissatisfied	125	20	105	44	81	77	47	18	13	46	41	5	17	17
	13%	13%	13%	17%	11%	13%	12%	16%	15%	13%	12%	8%	15%	13%
				b									c	
Fairly dissatisfied	58	4	54	8	50	34	24	6	4	26	21	3	5	4
	6%	3%	6%	3%	7%	6%	6%	5%	5%	8%	6%	5%	5%	3%
			a		a					e				
Very dissatisfied	29	3	27	8	22	14	15	2	2	10	12	2	4	2
	3%	2%	3%	3%	3%	2%	4%	2%	2%	3%	3%	3%	3%	1%
Don't know	9	2	8	9	*	4	5	1	*	2	3	*	2	1
	1%	1%	1%	4%	*%	1%	1%	1%	*%	1%	1%	1%	2%	1%
				b									a	
TOTAL SATISFIED	764	119	644	185	578	462	301	85	64	254	276	49	85	108
	78%	81%	77%	73%	79%	78%	77%	77%	78%	75%	78%	84%	75%	82%
					a							a		
TOTAL DISSATISFIED	87	7	80	15	72	48	39	7	5	37	33	4	9	6
	9%	5%	10%	6%	10%	8%	10%	7%	7%	11%	9%	8%	8%	5%
			a		a					e				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Very satisfied	337	91	91	56	25	21	16	**	93	133	236	100	39	47	120	168
	34%	34%	39%	28%	30%	45%	33%	**	29%	33%	31%	44%	50%	29%	31%	39%
		c	cd			acd						bcd	bcd			ab
Fairly satisfied	427	120	97	91	38	16	22	**	159	169	341	85	32	76	178	173
	43%	45%	41%	45%	46%	34%	46%	**	49%	42%	45%	37%	41%	46%	46%	40%
		e		e	e				ce		e				c	
Neither satisfied nor dissatisfied	125	34	28	28	9	4	7	**	41	55	104	20	3	27	51	46
	13%	13%	12%	14%	10%	9%	14%	**	13%	14%	14%	9%	4%	16%	13%	11%
									ef	ef	ef	f		c		
Fairly dissatisfied	58	12	12	16	7	2	2	**	14	27	43	15	3	6	23	29
	6%	5%	5%	8%	8%	5%	3%	**	4%	7%	6%	7%	4%	3%	6%	7%
				a						b						a
Very dissatisfied	29	7	4	10	3	2	2	**	11	12	24	5	1	7	12	10
	3%	3%	2%	5%	4%	5%	3%	**	3%	3%	3%	2%	1%	4%	3%	2%
				b												
Don't know	9	2	2	1	1	1	-	**	4	3	8	1	*	3	3	3
	1%	1%	1%	*%	2%	1%	-%	**	1%	1%	1%	*%	*%	2%	1%	1%
														c		
TOTAL SATISFIED	764	211	188	147	64	37	37	**	252	302	577	185	71	123	298	341
	78%	79%	80%	73%	76%	80%	79%	**	78%	76%	76%	82%	92%	74%	77%	79%
		c	c									cd	bcde			
TOTAL DISSATISFIED	87	19	16	26	10	5	3	**	25	39	66	21	3	12	35	39
	9%	7%	7%	13%	12%	10%	7%	**	8%	10%	9%	9%	4%	7%	9%	9%
				ab	ab					f						

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Very satisfied	337	184	151	96	84	69	85	278	32	18	**	46	157	92	102	199
	34%	35%	33%	32%	31%	36%	41%	35%	32%	32%	**	34%	38%	32%	36%	35%
							ab						c			
Fairly satisfied	427	221	204	132	124	84	80	349	43	23	**	64	167	129	114	256
	43%	42%	45%	44%	45%	44%	39%	43%	43%	42%	**	47%	40%	45%	41%	45%
					d											
Neither satisfied nor dissatisfied	125	68	57	40	38	24	22	99	15	7	**	16	53	35	35	66
	13%	13%	12%	13%	14%	13%	11%	12%	15%	13%	**	12%	13%	12%	12%	12%
Fairly dissatisfied	58	34	24	20	19	8	11	48	5	6	**	6	20	20	16	31
	6%	6%	5%	7%	7%	4%	5%	6%	5%	10%	**	4%	5%	7%	6%	5%
Very dissatisfied	29	16	14	12	5	4	8	22	4	2	**	2	10	11	8	17
	3%	3%	3%	4%	2%	2%	4%	3%	4%	3%	**	2%	2%	4%	3%	3%
				b			b									
Don't know	9	5	4	2	3	2	1	9	-	1	**	1	5	1	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**	1%	1%	*%	2%	1%
															b	
TOTAL SATISFIED	764	405	355	228	208	152	165	627	75	41	**	110	324	221	216	455
	78%	77%	78%	75%	76%	80%	80%	78%	76%	73%	**	81%	79%	77%	77%	79%
TOTAL DISSATISFIED	87	49	38	32	24	12	19	69	9	7	**	9	30	31	24	48
	9%	9%	8%	11%	9%	6%	9%	9%	9%	13%	**	6%	7%	11%	9%	8%
				c										ab		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Currently looking for a new deal	52	14	38	23	28	40	11	10	5	15	17	3	3	13
	5%	10%	4%	9%	4%	7%	3%	9%	6%	5%	5%	4%	2%	10%
		b		b		b		b	b					abd
Planning to look for a new deal	230	32	197	57	173	158	72	25	16	82	87	11	22	31
	23%	22%	24%	23%	24%	27%	18%	22%	19%	24%	25%	20%	19%	23%
						bd								
Not currently looking or planning to look for a new deal	672	98	574	163	508	380	292	74	60	227	237	43	85	85
	68%	66%	69%	64%	70%	64%	74%	67%	73%	67%	67%	74%	75%	65%
					a		ac		a				abe	
Don't know	31	3	28	10	21	14	17	2	1	14	11	1	3	2
	3%	2%	3%	4%	3%	2%	4%	2%	1%	4%	3%	2%	3%	2%
							ac							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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 SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Currently looking for a new deal	52	8	11	11	6	1	6	**	25	22	49	3	1	14	24	14
	5%	3%	5%	5%	8%	2%	13%	**	8%	6%	6%	1%	1%	9%	6%	3%
					ae		abce		ef	ef	ef			c	c	
Planning to look for a new deal	230	51	55	56	15	13	13	**	87	97	194	35	7	48	103	77
	23%	19%	23%	28%	18%	27%	27%	**	27%	24%	26%	15%	8%	29%	27%	18%
				ad		d			ef	ef	ef	f		c	c	
Not currently looking or planning to look for a new deal	672	196	161	126	60	33	28	**	201	267	489	182	69	100	246	325
	68%	74%	69%	63%	72%	69%	60%	**	62%	67%	65%	80%	89%	60%	64%	76%
		cf			cf					b		bcd	bcde			ab
Don't know	31	10	7	8	3	1	*	**	11	12	24	7	2	3	15	14
	3%	4%	3%	4%	3%	1%	1%	**	3%	3%	3%	3%	2%	2%	4%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Currently looking for a new deal	52	34	17	21	12	11	7	44	2	4	**	7	21	18	17	29
	5%	7%	4%	7%	4%	6%	4%	5%	3%	7%	**	5%	5%	6%	6%	5%
		b		d												
Planning to look for a new deal	230	123	106	72	63	51	42	186	27	12	**	31	99	70	66	127
	23%	23%	23%	24%	23%	27%	20%	23%	27%	22%	**	23%	24%	24%	24%	22%
						d										
Not currently looking or planning to look for a new deal	672	355	314	201	189	123	149	549	68	39	**	95	279	193	186	400
	68%	67%	69%	67%	69%	65%	72%	68%	68%	70%	**	70%	68%	67%	67%	70%
							c									
Don’t know	31	15	16	8	9	5	10	26	2	1	**	3	13	7	10	16
	3%	3%	4%	2%	3%	2%	5%	3%	2%	1%	**	3%	3%	2%	4%	3%
							a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Discussed deals or offers with your provider	260	21	240	44	216	158	102	26	19	85	115	18	27	18
	26%	14%	29%	17%	30%	27%	26%	24%	23%	25%	33%	30%	24%	14%
			a		a					e	ade	e	e	
Looked at alternative deals or offers from your provider	216	24	192	45	171	141	75	26	14	79	83	10	24	23
	22%	17%	23%	18%	23%	24%	19%	24%	17%	23%	24%	17%	21%	17%
			a		a	b								
Received a discount from your provider	212	24	188	42	169	134	77	26	18	69	85	13	23	24
	22%	16%	22%	17%	23%	23%	20%	24%	22%	20%	24%	22%	20%	18%
			a		a									
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	137	18	119	31	106	87	49	19	13	26	63	14	20	15
	14%	12%	14%	12%	14%	15%	13%	17%	16%	8%	18%	24%	18%	11%
											a	ae	a	
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)	72	9	63	16	57	47	25	9	4	17	38	4	6	9
	7%	6%	8%	6%	8%	8%	6%	8%	5%	5%	11%	7%	5%	7%
											ad			
None of these	440	77	363	134	306	254	186	44	38	167	134	25	50	67
	45%	52%	43%	53%	42%	43%	47%	40%	47%	49%	38%	43%	44%	51%
		b		b			ac			b				b

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
SUMMARY														
ANY CHANGE	545	70	475	120	425	339	206	67	44	172	219	33	63	65
	55%	48%	57%	47%	58%	57%	53%	60%	53%	51%	62%	57%	56%	49%
			a		a	b		b			ae			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Discussed deals or offers with your provider	260	65	76	64	17	7	14	**	94	109	211	48	17	54	101	105
	26%	25%	32%	32%	20%	16%	30%	**	29%	27%	28%	21%	22%	33%	26%	24%
		e	ade	ade			e		e	e	e			bc		
Looked at alternative deals or offers from your provider	216	59	51	49	19	8	10	**	86	90	185	29	11	45	99	70
	22%	22%	22%	24%	23%	16%	22%	**	27%	23%	25%	13%	14%	27%	26%	16%
									ef	ef	ef			c	c	
Received a discount from your provider	212	45	60	49	14	5	15	**	81	78	169	42	13	46	88	76
	22%	17%	26%	25%	17%	12%	32%	**	25%	20%	22%	18%	17%	28%	23%	18%
			ade	ade			ade		cef					c	c	
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	137	30	47	27	10	3	9	**	59	46	110	26	9	36	51	49
	14%	11%	20%	13%	12%	7%	19%	**	18%	11%	15%	11%	12%	22%	13%	11%
			acde				ae		cde		c			bc		
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)	72	14	30	16	4	*	4	**	23	32	56	16	6	15	24	33
	7%	5%	13%	8%	5%	1%	8%	**	7%	8%	7%	7%	7%	9%	6%	8%
		e	acde	e	e		e									
None of these	440	129	91	74	44	29	16	**	128	181	320	119	41	57	163	219
	45%	49%	39%	37%	53%	62%	35%	**	40%	45%	42%	53%	52%	35%	42%	51%
		bcf			bcf	abcf				b		bcd	bd		a	ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
SUMMARY																
ANY CHANGE	545	136	143	127	40	18	31	**	195	217	436	108	37	108	225	210
	55%	51%	61%	63%	47%	38%	65%	**	60%	55%	58%	47%	48%	65%	58%	49%
		e	ade	ade			ade		cef	e	ef			bc	c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Discussed deals or offers with your provider	260 26%	137 26%	122 27%	85 28%	77 28%	47 25%	48 23%	212 26%	26 27%	13 23%	** **	38 28%	116 28%	71 25%	65 23%	164 29% a
Looked at alternative deals or offers from your provider	216 22%	129 25% b	85 19%	72 24% d	73 27% cd	37 20%	30 15%	178 22%	22 22%	12 22%	** **	34 25%	89 22%	61 21%	57 21%	130 23%
Received a discount from your provider	212 22%	121 23%	90 20%	62 21%	64 23%	38 20%	45 22%	178 22%	21 21%	9 15%	** **	26 19%	100 24%	60 21%	71 25% b	120 21%
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)	137 14%	72 14%	64 14%	42 14%	38 14%	31 16% d	23 11%	118 15%	10 10%	7 13%	** **	20 14%	53 13%	44 15%	50 18% b	70 12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	72 7%	37 7%	35 8%	24 8%	20 7%	12 6%	15 7%	54 7%	8 8%	6 11%	** **	15 11% bc	30 7%	18 6%	24 8%	39 7%
None of these	440 45%	234 44%	204 45%	127 42%	119 44%	81 43%	109 52% abc	356 44%	45 46%	26 46%	** **	56 41%	179 43%	135 47%	119 43%	257 45%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
SUMMARY																
ANY CHANGE	545	293	250	175	154	109	99	448	54	30	**	80	234	153	160	315
	55%	56%	55%	58%	56%	57%	48%	56%	54%	54%	**	59%	57%	53%	57%	55%
				d	d	d										

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	433	26	407	66	367	280	153	55	32	182	135	31	64	25
Effective Weighted Sample	327	14	364	36	328	211	116	37	22	173	130	30	59	14
Total	212	24	188	42	169	134	77	26	18	69	85	13	23	24
I contacted my provider	162	**	155	**	138	104	59	**	**	56	74	**	**	**
	77%	**	82%	**	82%	77%	76%	**	**	81%	87%	**	**	**
My provider contacted me	46	**	30	**	28	29	17	**	**	11	10	**	**	**
	22%	**	16%	**	16%	21%	22%	**	**	17%	12%	**	**	**
Don't know/ can't remember	4	**	3	**	3	2	1	**	**	2	1	**	**	**
	2%	**	2%	**	2%	2%	2%	**	**	3%	1%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~f	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	433	100	106	99	32	14	29	18	159	158	335	96	29	89	175	167
Effective Weighted Sample	327	72	93	90	29	14	12	9	120	136	257	68	18	55	144	133
Total	212	45	60	49	14	5	15	10	81	78	169	42	13	46	88	76
I contacted my provider	162	30	54	**	**	**	**	**	63	63	131	**	**	**	71	59
	77%	66%	90%	**	**	**	**	**	78%	80%	77%	**	**	**	81%	77%
			a													
My provider contacted me	46	14	5	**	**	**	**	**	16	14	36	**	**	**	16	16
	22%	31%	9%	**	**	**	**	**	20%	18%	21%	**	**	**	18%	20%
		b														
Don't know/ can't remember	4	1	*	**	**	**	**	**	2	1	3	**	**	**	1	2
	2%	2%	1%	**	**	**	**	**	2%	2%	2%	**	**	**	2%	2%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	433	248	182	127	122	75	102	367	39	18	9	53	199	114	142	237
Effective Weighted Sample	327	183	141	100	90	54	81	274	29	17	8	42	151	82	97	188
Total	212	121	90	62	64	38	45	178	21	9	4	26	100	60	71	120
I contacted my provider	162	92	69	47	51	**	33	136	**	**	**	**	73	47	50	96
	77%	76%	77%	77%	80%	**	74%	76%	**	**	**	**	73%	79%	72%	81%
																a
My provider contacted me	46	27	19	13	11	**	12	39	**	**	**	**	27	12	19	21
	22%	22%	21%	22%	17%	**	26%	22%	**	**	**	**	27%	19%	27%	17%
															b	
Don't know/ can't remember	4	2	2	1	2	**	-	3	**	**	**	**	*	1	1	3
	2%	2%	2%	2%	3%	**	-%	2%	**	**	**	**	*%	2%	1%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~c	~d	~e
Unweighted total	286	35	251	63	223	183	103	48	26	68	103	36	57	26
Effective Weighted Sample	231	18	224	38	200	139	94	37	24	64	99	34	51	13
Total	137	18	119	31	106	87	49	19	13	26	63	14	20	15
I contacted my provider	106	**	94	**	84	69	37	**	**	**	52	**	**	**
	77%	**	79%	**	80%	79%	75%	**	**	**	82%	**	**	**
My provider contacted me	27	**	22	**	20	16	11	**	**	**	9	**	**	**
	20%	**	19%	**	19%	18%	23%	**	**	**	15%	**	**	**
Don't know/ can't remember	4	**	2	**	2	3	1	**	**	**	2	**	**	**
	3%	**	2%	**	2%	3%	2%	**	**	**	3%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	b	c
Unweighted total	286	68	86	51	26	8	21	17	120	88	225	60	20	80	100	105
Effective Weighted Sample	231	63	79	42	23	7	8	12	90	82	182	48	13	52	91	90
Total	137	30	47	27	10	3	9	6	59	46	110	26	9	36	51	49
I contacted my provider	106	**	**	**	**	**	**	**	48	**	88	**	**	**	42	37
	77%	**	**	**	**	**	**	**	82%	**	80%	**	**	**	83%	75%
My provider contacted me	27	**	**	**	**	**	**	**	8	**	19	**	**	**	7	12
	20%	**	**	**	**	**	**	**	14%	**	17%	**	**	**	14%	24%
Don't know/ can't remember	4	**	**	**	**	**	**	**	2	**	3	**	**	**	2	1
	3%	**	**	**	**	**	**	**	4%	**	3%	**	**	**	3%	1%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	a	b
Unweighted total	286	150	134	87	75	67	52	247	20	16	3	40	115	83	110	139
Effective Weighted Sample	231	117	112	76	55	59	39	196	19	14	3	29	101	64	89	112
Total	137	72	64	42	38	31	23	118	10	7	2	20	53	44	50	70
I contacted my provider	106	54	51	**	**	**	**	91	**	**	**	**	40	**	40	56
	77%	75%	80%	**	**	**	**	77%	**	**	**	**	75%	**	80%	80%
My provider contacted me	27	16	11	**	**	**	**	24	**	**	**	**	12	**	10	13
	20%	23%	16%	**	**	**	**	20%	**	**	**	**	23%	**	19%	18%
Don't know/ can't remember	4	2	2	**	**	**	**	3	**	**	**	**	1	**	1	1
	3%	2%	4%	**	**	**	**	3%	**	**	**	**	3%	**	2%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	141	15	126	29	112	93	48	16	7	43	60	10	18	12
Effective Weighted Sample	111	7	114	16	102	68	44	8	7	41	58	9	15	6
Total	72	9	63	16	57	47	25	9	4	17	38	4	6	9
I contacted my provider	64	**	59	**	53	**	**	**	**	**	**	**	**	**
	89%	**	94%	**	94%	**	**	**	**	**	**	**	**	**
My provider contacted me	7	**	3	**	2	**	**	**	**	**	**	**	**	**
	10%	**	5%	**	4%	**	**	**	**	**	**	**	**	**
Don’t know/ can’t remember	1	**	1	**	1	**	**	**	**	**	**	**	**	**
	1%	**	1%	**	1%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	141	32	54	32	10	1	4	4	45	59	108	33	10	27	50	64
Effective Weighted Sample	111	29	49	30	9	1	2	3	32	54	87	24	5	17	44	53
Total	72	14	30	16	4	*	4	1	23	32	56	16	6	15	24	33
I contacted my provider	64	**	**	**	**	**	**	**	**	**	49	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
My provider contacted me	7	**	**	**	**	**	**	**	**	**	6	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	11%	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	141	70	69	51	35	21	32	111	15	8	7	27	57	34	48	73
Effective Weighted Sample	111	54	56	45	25	19	22	92	14	5	7	19	43	31	43	53
Total	72	37	35	24	20	12	15	54	8	6	4	15	30	18	24	39
I contacted my provider	64	**	**	**	**	**	**	49	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	91%	**	**	**	**	**	**	**	**
My provider contacted me	7	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Received a discount	162	8	155	24	138	104	59	16	10	56	74	10	16	8
	16%	5%	18%	9%	19%	17%	15%	14%	12%	16%	21%	17%	14%	6%
			a		a					e	ade	e	e	
Added extra or improved services	106	12	94	21	84	69	37	15	10	18	52	12	15	10
	11%	8%	11%	8%	12%	12%	9%	13%	12%	5%	15%	20%	14%	7%
											ae	ae	a	
Reduced or downgraded services	64	5	59	11	53	42	22	5	3	16	35	4	6	4
	7%	3%	7%	4%	7%	7%	6%	5%	4%	5%	10%	7%	5%	3%
					a						ade			
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	263	21	242	46	217	168	95	28	19	78	123	18	28	18
	27%	14%	29%	18%	30%	28%	24%	25%	23%	23%	35%	31%	25%	14%
			a		a	b				e	ade	ae	e	
ALL 3 CHANGES	6	-	6	1	5	4	3	1	1	-	4	1	1	-
	1%	-%	1%	*%	1%	1%	1%	1%	1%	-%	1%	2%	1%	-%
											a	a	a	
DISCOUNT AND EXTRA SERVICES	35	3	32	4	31	23	12	2	2	6	19	4	4	3
	4%	2%	4%	2%	4%	4%	3%	2%	2%	2%	5%	7%	3%	2%
					a						a	a		
DISCOUNT AND REDUCED SERVICES	17	-	17	1	15	12	4	1	1	6	10	-	1	-
	2%	-%	2%	1%	2%	2%	1%	1%	1%	2%	3%	-%	1%	-%
			a		a						ce			
EXTRA SERVICES AND REDUCED SERVICES	5	1	4	2	3	3	2	2	1	-	3	1	1	*
	1%	1%	1%	1%	*%	1%	*%	1%	1%	-%	1%	2%	1%	*%
											a	a	a	
DISCOUNT ONLY	104	5	100	17	87	65	40	11	7	44	42	5	10	5
	11%	3%	12%	7%	12%	11%	10%	10%	8%	13%	12%	8%	9%	4%
			a		a					e	e		e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
EXTRA SERVICES ONLY	59	8	52	14	45	39	21	10	7	12	27	6	9	6
	6%	5%	6%	6%	6%	7%	5%	9%	8%	4%	8%	10%	8%	5%
											a	a	a	
REDUCED SERVICES ONLY	36	4	32	6	30	22	14	1	1	10	19	2	2	4
	4%	3%	4%	3%	4%	4%	3%	1%	1%	3%	6%	3%	1%	3%
						c					ad			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	722	127	595	207	515	424	298	83	64	261	230	40	85	113
	73%	86%	71%	82%	70%	72%	76%	75%	77%	77%	65%	69%	75%	86%
		b		b			a			bc			b	abcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Received a discount	162	30	54	40	12	3	10	**	63	63	131	31	8	32	71	59
	16%	11%	23%	20%	14%	7%	20%	**	20%	16%	17%	14%	11%	19%	18%	14%
			ade	ae			ae		ef		f			c	c	
Added extra or improved services	106	20	41	21	7	2	7	**	48	36	88	18	4	26	42	37
	11%	7%	18%	10%	8%	5%	14%	**	15%	9%	12%	8%	6%	16%	11%	9%
			acde				ae		cdef		ef			bc		
Reduced or downgraded services	64	11	28	15	4	*	2	**	19	31	49	15	6	10	22	32
	7%	4%	12%	7%	5%	1%	3%	**	6%	8%	7%	6%	7%	6%	6%	7%
			acdef	ae	e											
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	263	50	91	62	18	5	13	**	101	104	210	52	14	50	111	102
	27%	19%	39%	31%	21%	11%	28%	**	31%	26%	28%	23%	18%	30%	29%	24%
		e	acdef	ade	e		ae		cef	f	ef			c	c	
ALL 3 CHANGES	6	*	4	1	-	-	-	**	3	2	5	1	1	2	2	2
	1%	*%	2%	1%	-%	-%	-%	**	1%	1%	1%	1%	1%	1%	1%	1%
			a													
DISCOUNT AND EXTRA SERVICES	35	5	14	6	4	*	4	**	17	11	30	5	1	10	15	10
	4%	2%	6%	3%	5%	1%	9%	**	5%	3%	4%	2%	1%	6%	4%	2%
			ace		a		ace		cef		e			c		
DISCOUNT AND REDUCED SERVICES	17	3	7	5	1	-	*	**	3	10	13	3	2	2	5	9
	2%	1%	3%	2%	1%	-%	1%	**	1%	2%	2%	2%	2%	1%	1%	2%
										b						
EXTRA SERVICES AND REDUCED SERVICES	5	1	3	*	-	*	-	**	3	*	4	2	*	2	1	2
	1%	*%	1%	*%	-%	1%	-%	**	1%	*%	*%	1%	*%	1%	*%	*%
									c					b		
DISCOUNT ONLY	104	21	29	28	7	3	5	**	40	40	82	22	5	18	49	38
	11%	8%	12%	14%	9%	6%	10%	**	12%	10%	11%	10%	7%	11%	13%	9%
			ae	ae											c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
EXTRA SERVICES ONLY	59	13	20	13	3	2	3	**	25	22	49	10	2	12	24	23
	6%	5%	8%	7%	4%	3%	5%	**	8%	6%	6%	5%	3%	7%	6%	5%
			ad						ef							
REDUCED SERVICES ONLY	36	6	14	8	3	-	1	**	9	18	28	9	3	4	14	18
	4%	2%	6%	4%	4%	-%	2%	**	3%	5%	4%	4%	4%	2%	4%	4%
			ae	e	e											
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	722	215	143	139	66	42	34	**	223	295	545	175	64	116	277	328
	73%	81%	61%	69%	79%	89%	72%	**	69%	74%	72%	77%	82%	70%	71%	76%
		bcf		b	bc	abcdf	b			b		bd	bcd			ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Received a discount	162	92	69	47	51	29	33	136	15	7	**	21	73	47	50	96
	16%	17%	15%	16%	19%	15%	16%	17%	15%	12%	**	16%	18%	16%	18%	17%
Added extra or improved services	106	54	51	30	30	23	20	91	7	6	**	15	40	36	40	56
	11%	10%	11%	10%	11%	12%	10%	11%	7%	11%	**	11%	10%	12%	14%	10%
															b	
Reduced or downgraded services	64	32	32	23	16	10	14	49	7	4	**	14	24	17	21	35
	7%	6%	7%	8%	6%	5%	7%	6%	7%	7%	**	10%	6%	6%	8%	6%
												bc				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	263	141	120	79	75	51	54	218	23	13	**	41	108	78	86	149
	27%	27%	27%	26%	27%	27%	26%	27%	24%	23%	**	30%	26%	27%	31%	26%
															b	
ALL 3 CHANGES	6	3	3	2	1	-	3	4	1	2	**	1	3	2	3	3
	1%	1%	1%	1%	*%	-%	1%	1%	1%	3%	**	*%	1%	1%	1%	1%
							c			a						
DISCOUNT AND EXTRA SERVICES	35	18	17	8	12	8	6	31	3	*	**	5	14	12	13	21
	4%	3%	4%	3%	4%	4%	3%	4%	3%	1%	**	4%	3%	4%	5%	4%
DISCOUNT AND REDUCED SERVICES	17	10	6	7	6	2	2	14	2	-	**	2	8	4	3	11
	2%	2%	1%	2%	2%	1%	1%	2%	2%	-%	**	2%	2%	1%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	5	3	2	2	1	2	1	4	*	*	**	1	2	2	4	1
	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%	**	1%	*%	1%	1%	*%
															b	
DISCOUNT ONLY	104	61	43	30	31	19	23	86	10	5	**	13	48	29	31	62
	11%	12%	10%	10%	12%	10%	11%	11%	10%	9%	**	10%	12%	10%	11%	11%
EXTRA SERVICES ONLY	59	30	29	18	16	14	11	51	3	4	**	8	21	20	20	32
	6%	6%	6%	6%	6%	7%	5%	6%	4%	7%	**	6%	5%	7%	7%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
REDUCED SERVICES ONLY	36	16	20	12	7	7	9	27	5	2	**	11	11	9	11	20
	4%	3%	4%	4%	3%	4%	4%	3%	5%	3%	**	8%	3%	3%	4%	4%
												bc				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	722	386	334	223	198	139	154	586	76	43	**	95	305	210	194	423
	73%	73%	73%	74%	73%	73%	74%	73%	76%	77%	**	70%	74%	73%	69%	74%
																a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Received a discount	46	16	30	18	28	29	17	10	8	11	10	3	6	16
	5%	11%	4%	7%	4%	5%	4%	9%	9%	3%	3%	5%	5%	12%
		b		b				ab	ab					abcd
Added extra or improved services	27	4	22	7	20	16	11	3	2	8	9	2	4	4
	3%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	4%	4%	3%
Reduced or downgraded services	7	4	3	5	2	6	2	3	1	1	2	-	*	4
	1%	3%	*%	2%	*%	1%	*%	3%	1%	*%	1%	-%	*%	3%
		b		b				ab						abcd
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72	24	48	28	44	45	27	17	10	19	17	4	9	24
	7%	16%	6%	11%	6%	8%	7%	15%	12%	5%	5%	7%	8%	18%
		b		b				ab	ab				b	abcd
ALL 3 CHANGES	1	-	1	1	1	1	-	-	-	-	1	-	-	-
	*%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	5	*	5	1	4	2	3	*	-	2	2	1	1	*
	*%	*%	1%	*%	1%	*%	1%	*%	-%	1%	*%	1%	1%	*%
DISCOUNT AND REDUCED SERVICES	1	-	1	-	1	-	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	*	*	*	-	*	-	*	-	-	-	-	*	*
	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	*%
DISCOUNT ONLY	39	16	24	17	22	25	14	10	8	9	7	2	5	16
	4%	11%	3%	7%	3%	4%	4%	9%	9%	3%	2%	4%	4%	12%
		b		b				ab	ab				b	abcd
EXTRA SERVICES ONLY	21	4	17	5	15	12	8	3	2	6	7	1	4	3
	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%
REDUCED SERVICES ONLY	5	4	1	4	1	4	1	3	1	1	-	-	*	4
	1%	3%	*%	2%	*%	1%	*%	3%	1%	*%	-%	-%	*%	3%
		b		b				ab						abcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	913	123	790	226	687	547	366	94	73	320	336	54	104	108
	93%	84%	94%	89%	94%	92%	93%	85%	88%	95%	95%	93%	92%	82%
			a		a	cd	cd			e	de	e	e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Received a discount	46	14	5	8	2	2	5	**	16	14	36	10	4	14	16	16
	5%	5%	2%	4%	2%	3%	11%	**	5%	4%	5%	4%	5%	8%	4%	4%
		b					abcde							bc		
Added extra or improved services	27	10	4	6	3	*	2	**	8	9	19	8	5	8	7	12
	3%	4%	2%	3%	4%	1%	5%	**	3%	2%	3%	3%	6%	5%	2%	3%
							e						bcd	bc		
Reduced or downgraded services	7	3	1	1	*	-	2	**	4	1	6	1	-	4	2	2
	1%	1%	*%	*%	*%	-%	5%	**	1%	*%	1%	1%	-%	2%	*%	*%
							abcde		c					bc		
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72	24	9	13	5	2	10	**	26	22	56	16	8	24	21	26
	7%	9%	4%	6%	5%	4%	20%	**	8%	6%	7%	7%	10%	15%	5%	6%
		b					abcde						c	bc		
ALL 3 CHANGES	1	1	1	-	-	-	-	**	-	1	1	1	-	-	1	1
	*%	*%	*%	-%	-%	-%	-%	**	-%	*%	*%	*%	-%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	5	1	1	2	1	-	*	**	2	1	3	2	1	2	2	2
	*%	*%	*%	1%	1%	-%	*%	**	1%	*%	*%	1%	1%	1%	*%	*%
DISCOUNT AND REDUCED SERVICES	1	-	-	1	-	-	-	**	1	-	1	-	-	-	1	-
	*%	-%	-%	*%	-%	-%	-%	**	*%	-%	*%	-%	-%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	-	-	-	-	**	-	-	*	-	-	*	-	-
	*%	-%	-%	-%	-%	-%	-%	**	-%	-%	*%	-%	-%	*%	-%	-%
DISCOUNT ONLY	39	12	4	6	1	2	5	**	13	12	32	7	3	13	13	13
	4%	5%	2%	3%	1%	3%	10%	**	4%	3%	4%	3%	4%	8%	3%	3%
		bd					abcde							bc		
EXTRA SERVICES ONLY	21	8	3	5	2	*	2	**	7	7	15	6	4	7	5	9
	2%	3%	1%	2%	3%	1%	4%	**	2%	2%	2%	2%	5%	4%	1%	2%
							be						cd	b		

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
REDUCED SERVICES ONLY	5	2	*	-	*	-	2	**	4	1	4	1	-	3	1	1
	1%	1%	*%	-%	*%	-%	5%	**	1%	*%	1%	*%	-%	2%	*%	*%
							abcde		c					bc		
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	913	241	226	188	79	45	38	**	297	376	700	211	70	141	366	403
	93%	91%	96%	94%	95%	96%	80%	**	92%	94%	93%	93%	90%	85%	95%	94%
		f	af	f	f	f				f					a	a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Received a discount	46 5%	27 5%	19 4%	13 4%	11 4%	9 5%	12 6%	39 5%	6 6%	2 3%	** **	4 3%	27 7% ac	12 4%	19 7% b	21 4%
Added extra or improved services	27 3%	16 3%	11 2%	10 3%	7 3%	7 3%	3 2%	24 3%	3 3%	* 1%	** **	5 3%	12 3%	7 2%	10 3%	13 2%
Reduced or downgraded services	7 1%	5 1%	3 1%	1 *%	4 2%	1 1%	1 *%	4 1%	1 1%	2 4% ab	** **	* *%	5 1% c	1 *%	2 1%	5 1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72 7%	43 8%	29 6%	22 7%	20 7%	14 8%	15 7%	60 7%	7 8%	5 8%	** **	9 7%	39 9% c	17 6%	27 10% b	34 6%
ALL 3 CHANGES	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	** **	- -%	1 *%	- -%	1 *%	1 *%
DISCOUNT AND EXTRA SERVICES	5 *%	4 1%	1 *%	2 1%	1 *%	1 1%	1 *%	3 *%	1 1% a	- -%	** **	* *%	3 1%	1 *%	2 1%	2 *%
DISCOUNT AND REDUCED SERVICES	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	- -%	1 *%	1 *%	- -%
EXTRA SERVICES AND REDUCED SERVICES	* *%	- -%	* *%	* *%	* *%	- -%	- -%	* *%	- -%	- -%	** **	- -%	* *%	- -%	* *%	- -%
DISCOUNT ONLY	39 4%	22 4%	16 4%	11 4%	9 3%	7 4%	11 5%	33 4%	4 4%	2 3%	** **	4 3%	23 6%	10 4%	16 6% b	18 3%
EXTRA SERVICES ONLY	21 2%	12 2%	9 2%	8 3%	5 2%	5 2%	3 1%	19 2%	1 1%	* 1%	** **	4 3%	8 2%	6 2%	7 2%	10 2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
REDUCED SERVICES ONLY	5	4	1	*	3	*	1	2	1	2	**	*	4	*	1	4
	1%	1%	*%	*%	1%	*%	*%	*%	1%	4%	**	*%	1%	*%	*%	1%
					a					ab			c			
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	913	484	425	280	254	176	192	744	91	52	**	127	373	271	252	538
	93%	92%	94%	93%	93%	92%	93%	93%	92%	92%	**	93%	91%	94%	90%	94%
														b		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Discussed deals or offers with any other provider	98	15	83	30	68	69	29	28	20	34	36	4	10	14
	10%	10%	10%	12%	9%	12%	7%	25%	24%	10%	10%	7%	9%	11%
						b		ab	ab					
Looked at deals or offers from any other provider	286	37	249	63	223	211	74	51	33	104	106	13	33	34
	29%	25%	30%	25%	31%	36%	19%	46%	40%	31%	30%	23%	29%	26%
					a	b		ab	b					
Talked with friends or family for recommendations about providers	132	15	117	27	105	81	51	14	10	49	53	5	14	13
	13%	10%	14%	11%	14%	14%	13%	13%	12%	14%	15%	8%	12%	10%
					a					c	c			
None of these	565	85	479	149	415	299	265	38	34	191	196	39	68	75
	57%	58%	57%	59%	57%	51%	68%	35%	41%	57%	55%	68%	60%	57%
						cd	acd					abe		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Discussed deals or offers with any other provider	98	25	25	20	4	3	5	**	42	38	84	13	4	22	44	31
	10%	9%	11%	10%	5%	6%	12%	**	13%	10%	11%	6%	6%	14%	11%	7%
		d	d	d			d		cef	e	ef			c	c	
Looked at deals or offers from any other provider	286	59	65	63	28	13	21	**	120	111	248	36	10	69	130	86
	29%	22%	28%	31%	34%	29%	44%	**	37%	28%	33%	16%	13%	42%	33%	20%
			a	a	a		abce		cef	ef	cef			bc	c	
Talked with friends or family for recommendations about providers	132	29	31	30	12	8	7	**	49	50	104	27	6	29	49	54
	13%	11%	13%	15%	15%	18%	15%	**	15%	13%	14%	12%	8%	17%	13%	13%
						a			f					bc		
None of these	565	172	138	107	46	27	21	**	158	234	404	161	59	71	207	287
	57%	65%	59%	53%	55%	58%	45%	**	49%	59%	53%	71%	76%	43%	53%	67%
		bcdf	f			f				bd	b	bcd	bcd		a	ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Discussed deals or offers with any other provider	98	60	37	35	25	20	16	78	15	3	**	15	42	31	23	56
	10%	11%	8%	12%	9%	10%	8%	10%	15%	6%	**	11%	10%	11%	8%	10%
		b							ac							
Looked at deals or offers from any other provider	286	174	110	99	87	54	44	233	30	16	**	42	120	87	82	166
	29%	33%	24%	33%	32%	28%	21%	29%	30%	29%	**	31%	29%	30%	29%	29%
		b		d	d	d										
Talked with friends or family for recommendations about providers	132	67	64	39	41	26	26	108	14	7	**	15	57	41	42	74
	13%	13%	14%	13%	15%	14%	12%	13%	15%	13%	**	11%	14%	14%	15%	13%
None of these	565	287	275	163	149	110	135	462	51	33	**	77	233	160	157	331
	57%	55%	61%	54%	55%	58%	65%	57%	52%	60%	**	56%	57%	56%	56%	58%
			a				abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Yes	363	66	297	97	266	225	137	45	30	123	115	21	43	62
	37%	45%	35%	38%	36%	38%	35%	40%	37%	36%	33%	36%	38%	47%
		b												ab
No	622	81	541	157	465	367	255	66	52	215	238	37	70	70
	63%	55%	65%	62%	64%	62%	65%	60%	63%	64%	67%	64%	62%	53%
			a							e	e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Yes	363	108	69	75	29	13	22	**	124	146	284	79	28	69	141	152
	37%	41%	29%	37%	34%	28%	47%	**	38%	37%	38%	35%	36%	42%	36%	35%
		be		b			bde							c		
No	622	157	165	126	55	34	25	**	200	252	472	148	50	97	246	277
	63%	59%	71%	63%	66%	72%	53%	**	62%	63%	62%	65%	64%	58%	64%	65%
			acf		f	af										a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Yes	363	212	151	121	97	69	70	290	40	22	**	48	162	102	109	212
	37%	40%	33%	40%	35%	36%	34%	36%	41%	39%	**	35%	39%	36%	39%	37%
		b		d												
No	622	315	303	181	177	121	138	515	59	34	**	88	250	186	171	360
	63%	60%	67%	60%	65%	64%	66%	64%	59%	61%	**	65%	61%	64%	61%	63%
			a				a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	a	b	a	b	c	~d	a	b	~c	d	~e
Unweighted total	748	85	663	159	589	473	275	103	62	326	185	52	117	73
Effective Weighted Sample	537	46	587	86	523	339	198	60	43	303	178	49	101	41
Total	363	66	297	97	266	225	137	45	30	123	115	21	43	62
Looked into deals with my existing provider at that time	155	**	140	28	127	97	58	14	**	55	65	**	15	**
	43%	**	47%	29%	48%	43%	42%	30%	**	45%	56%	**	35%	**
					a	c	c				ad			
Contacted my existing provider at that time	113	**	94	29	83	73	39	9	**	35	43	**	13	**
	31%	**	32%	30%	31%	33%	29%	19%	**	29%	37%	**	31%	**
						c					a			
Looked into deals with alternative provider/s	110	**	96	23	87	76	34	21	**	40	42	**	12	**
	30%	**	32%	24%	33%	34%	25%	47%	**	33%	36%	**	27%	**
					a	b		ab						
Signed up for a contract with my existing provider at that time	93	**	83	20	73	55	38	6	**	37	32	**	10	**
	26%	**	28%	20%	28%	24%	28%	14%	**	30%	28%	**	23%	**
						c	c							
Contacted alternative provider/s	36	**	26	14	22	29	7	11	**	12	10	**	5	**
	10%	**	9%	15%	8%	13%	5%	25%	**	9%	8%	**	10%	**
				b		b		ab						
Signed up for a contract with an alternative provider	19	**	15	4	14	18	1	11	**	9	4	**	2	**
	5%	**	5%	4%	5%	8%	1%	25%	**	7%	4%	**	5%	**
						b		ab						
Something else	4	**	4	-	4	3	1	-	**	1	1	**	*	**
	1%	**	1%	-%	1%	1%	1%	-%	**	1%	1%	**	1%	**
I did not take any action	76	**	63	18	58	41	35	8	**	23	25	**	10	**
	21%	**	21%	19%	22%	18%	25%	18%	**	19%	22%	**	23%	**
							a							
Can't remember	15	**	10	6	9	7	8	2	**	4	2	**	3	**
	4%	**	3%	6%	3%	3%	6%	5%	**	3%	2%	**	7%	**
													b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	~d	~e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	748	230	130	145	64	33	48	32	255	286	573	174	55	150	276	321
Effective Weighted Sample	537	161	111	121	51	30	23	18	181	225	423	113	29	95	214	228
Total	363	108	69	75	29	13	22	14	124	146	284	79	28	69	141	152
Looked into deals with my existing provider at that time	155	46	37	35	**	**	**	**	56	63	125	30	**	30	60	64
	43%	42%	53%	47%	**	**	**	**	45%	43%	44%	38%	**	43%	43%	42%
			a													
Contacted my existing provider at that time	113	32	24	25	**	**	**	**	46	44	95	18	**	28	42	41
	31%	30%	34%	34%	**	**	**	**	37%	30%	33%	23%	**	41%	30%	27%
									e		e			bc		
Looked into deals with alternative provider/s	110	24	18	28	**	**	**	**	42	49	95	14	**	22	53	34
	30%	22%	26%	37%	**	**	**	**	34%	34%	34%	18%	**	32%	38%	22%
				a					e	e	e			c	c	
Signed up for a contract with my existing provider at that time	93	26	17	18	**	**	**	**	31	34	68	24	**	18	32	42
	26%	25%	25%	24%	**	**	**	**	25%	23%	24%	31%	**	26%	23%	28%
Contacted alternative provider/s	36	11	6	3	**	**	**	**	18	12	34	2	**	12	16	8
	10%	10%	9%	4%	**	**	**	**	15%	8%	12%	2%	**	18%	11%	5%
		c							ce	e	e			bc	c	
Signed up for a contract with an alternative provider	19	4	4	1	**	**	**	**	10	7	18	1	**	8	7	4
	5%	4%	5%	2%	**	**	**	**	8%	5%	6%	1%	**	11%	5%	3%
									e		e			bc		
Something else	4	2	-	2	**	**	**	**	1	2	3	1	**	-	2	2
	1%	2%	-%	2%	**	**	**	**	1%	1%	1%	1%	**	-%	1%	1%
I did not take any action	76	26	15	14	**	**	**	**	20	30	50	25	**	7	29	39
	21%	24%	22%	19%	**	**	**	**	16%	20%	18%	32%	**	11%	21%	26%
												bcd			a	a
Can't remember	15	4	2	2	**	**	**	**	5	6	12	3	**	2	6	6
	4%	4%	3%	3%	**	**	**	**	4%	4%	4%	4%	**	3%	4%	4%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	748	437	310	248	191	138	162	611	76	42	19	96	332	206	226	427
Effective Weighted Sample	537	314	222	195	136	91	115	441	54	30	14	61	226	170	143	324
Total	363	212	151	121	97	69	70	290	40	22	11	48	162	102	109	212
Looked into deals with my existing provider at that time	155 43%	92 44%	63 42%	52 43%	43 44%	31 46%	27 39%	122 42%	** **	** **	** **	** **	65 40%	49 48%	38 35%	103 48% a
Contacted my existing provider at that time	113 31%	72 34% b	41 27%	45 37% cd	33 34% d	19 27%	16 23%	93 32%	** **	** **	** **	** **	54 34%	32 31%	34 31%	64 30%
Looked into deals with alternative provider/s	110 30%	66 31%	43 29%	39 32%	36 37% cd	17 24%	18 26%	87 30%	** **	** **	** **	** **	49 30%	35 34%	24 22%	71 33% a
Signed up for a contract with my existing provider at that time	93 26%	53 25%	39 26%	26 21%	34 35% ac	12 18%	21 30% ac	71 25%	** **	** **	** **	** **	49 30% c	21 21%	25 23%	60 28%
Contacted alternative provider/s	36 10%	21 10%	15 10%	14 11% d	7 8%	12 17% bd	3 5%	33 11%	** **	** **	** **	** **	21 13% c	7 7%	13 12%	16 8%
Signed up for a contract with an alternative provider	19 5%	14 7% b	5 3%	8 7%	3 3%	3 5%	4 5%	16 6%	** **	** **	** **	** **	8 5%	5 5%	7 7%	9 4%
Something else	4 1%	3 1%	1 1%	1 1%	1 1%	1 2%	* *%	3 1%	** **	** **	** **	** **	1 1%	1 1%	1 1%	3 1%
I did not take any action	76 21%	43 20%	33 22%	26 22%	19 19%	11 16%	19 28% c	64 22%	** **	** **	** **	** **	24 15%	26 25% b	27 25%	43 20%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	748	437	310	248	191	138	162	611	76	42	19	96	332	206	226	427
Effective Weighted Sample	537	314	222	195	136	91	115	441	54	30	14	61	226	170	143	324
Total	363	212	151	121	97	69	70	290	40	22	11	48	162	102	109	212
Can't remember	15	5	9	4	2	2	4	11	**	**	**	**	6	4	4	5
	4%	2%	6%	3%	2%	3%	6%	4%	**	**	**	**	4%	4%	4%	2%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Agree strongly	179	43	136	59	120	101	78	16	11	51	54	14	22	39
	18%	29%	16%	23%	16%	17%	20%	14%	13%	15%	15%	24%	19%	30%
		b		b			d					ab		abd
Agree slightly	337	42	295	80	258	203	134	34	22	111	127	22	45	35
	34%	29%	35%	31%	35%	34%	34%	30%	26%	33%	36%	38%	40%	27%
						d	d				e	e	ae	
Disagree slightly	167	26	141	44	123	112	56	21	17	63	55	10	17	24
	17%	17%	17%	17%	17%	19%	14%	19%	20%	18%	16%	16%	15%	18%
						b								
Disagree strongly	160	12	148	24	135	110	50	31	27	66	68	6	11	12
	16%	8%	18%	10%	19%	19%	13%	28%	33%	20%	19%	10%	10%	9%
			a		a	b		ab	ab	cde	cde			
Don’t know	142	25	117	48	94	67	75	9	6	47	49	7	18	22
	14%	17%	14%	19%	13%	11%	19%	8%	8%	14%	14%	12%	16%	16%
				b			acd							
TOTAL AGREE	516	85	431	138	378	304	212	50	32	162	181	36	67	74
	52%	58%	51%	54%	52%	51%	54%	45%	39%	48%	51%	62%	59%	56%
						d	cd					ab	ab	
TOTAL DISAGREE	327	38	289	68	259	222	105	52	44	129	123	15	28	36
	33%	26%	35%	27%	35%	37%	27%	47%	53%	38%	35%	26%	25%	27%
			a		a	b		ab	ab	cde	cd			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Agree strongly	179	49	41	31	15	9	13	**	49	64	123	56	22	32	59	88
	18%	19%	18%	16%	19%	20%	28%	**	15%	16%	16%	25%	28%	19%	15%	20%
							abcd					bcd	bcd			b
Agree slightly	337	96	84	69	27	13	17	**	112	140	265	72	21	63	127	147
	34%	36%	36%	34%	32%	27%	36%	**	35%	35%	35%	32%	26%	38%	33%	34%
		e								f	f					
Disagree slightly	167	40	37	37	15	11	7	**	51	79	136	31	14	28	65	75
	17%	15%	16%	18%	18%	24%	15%	**	16%	20%	18%	14%	19%	17%	17%	17%
						ab				be	e					
Disagree strongly	160	30	41	41	15	9	5	**	67	65	135	24	6	26	81	52
	16%	11%	18%	21%	18%	18%	11%	**	21%	16%	18%	11%	8%	16%	21%	12%
			a	af	a	a			cef	ef	ef				ac	
Don’t know	142	50	31	23	11	6	4	**	45	50	98	44	15	17	56	68
	14%	19%	13%	11%	13%	12%	9%	**	14%	12%	13%	19%	19%	10%	15%	16%
		bcf										bcd	c			a
TOTAL AGREE	516	146	125	100	42	22	31	**	161	205	387	128	42	95	185	235
	52%	55%	54%	50%	51%	46%	65%	**	50%	51%	51%	56%	54%	57%	48%	55%
							bcde					bd		b		b
TOTAL DISAGREE	327	70	78	78	31	20	13	**	118	144	270	55	21	54	146	126
	33%	26%	33%	39%	37%	42%	27%	**	36%	36%	36%	24%	27%	32%	38%	29%
			a	af	a	af			ef	ef	ef				c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Agree strongly	179	103	74	41	55	35	46	146	18	11	**	31	77	45	60	96
	18%	20%	16%	14%	20%	19%	22%	18%	18%	19%	**	23%	19%	16%	21%	17%
		b			a	a	a					c			b	
Agree slightly	337	177	160	116	91	71	57	279	27	22	**	33	148	104	86	208
	34%	34%	35%	38%	33%	37%	28%	35%	27%	38%	**	25%	36%	36%	31%	36%
				d	d	d		b		b			a	a		a
Disagree slightly	167	88	78	53	44	32	38	136	18	9	**	24	73	51	49	88
	17%	17%	17%	17%	16%	17%	18%	17%	18%	17%	**	18%	18%	18%	18%	15%
Disagree strongly	160	94	65	60	40	27	31	125	23	9	**	23	62	55	44	99
	16%	18%	14%	20%	14%	14%	15%	16%	23%	16%	**	17%	15%	19%	16%	17%
		b		bcd					a					b		
Don't know	142	65	77	32	44	25	36	118	13	6	**	25	53	33	41	81
	14%	12%	17%	11%	16%	13%	18%	15%	13%	10%	**	18%	13%	12%	15%	14%
			a		a		a					bc				
TOTAL AGREE	516	280	234	157	146	106	103	425	45	32	**	64	225	149	146	305
	52%	53%	51%	52%	53%	56%	49%	53%	46%	58%	**	47%	54%	52%	52%	53%
										b			a			
TOTAL DISAGREE	327	182	143	113	83	59	68	261	41	18	**	47	135	106	93	186
	33%	35%	32%	37%	30%	31%	33%	32%	41%	32%	**	35%	33%	37%	33%	33%
				bc					a							

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Agree strongly	150	41	109	62	88	88	62	19	13	48	38	8	22	36
	15%	28%	13%	24%	12%	15%	16%	17%	16%	14%	11%	14%	19%	27%
		b		b									ab	abc
Agree slightly	359	57	302	103	256	221	138	42	32	135	112	20	46	50
	36%	39%	36%	40%	35%	37%	35%	38%	39%	40%	32%	34%	41%	38%
				b						b			b	
Disagree slightly	265	27	238	44	221	165	100	35	24	90	114	15	24	24
	27%	18%	28%	17%	30%	28%	26%	32%	29%	27%	32%	26%	21%	18%
			a		a					e	ade			
Disagree strongly	153	9	144	18	135	93	59	11	10	48	71	13	13	9
	16%	6%	17%	7%	18%	16%	15%	10%	12%	14%	20%	22%	11%	7%
			a		a	c	c			e	ade	ade		
Don't know	58	14	44	27	31	25	33	4	4	17	18	2	8	14
	6%	10%	5%	11%	4%	4%	8%	4%	5%	5%	5%	3%	7%	10%
		b		b			ac							abc
TOTAL AGREE	509	97	412	165	345	309	200	60	45	183	150	28	68	86
	52%	66%	49%	65%	47%	52%	51%	54%	54%	54%	42%	48%	60%	65%
		b		b						b			abc	abc
TOTAL DISAGREE	417	36	382	62	355	258	160	46	34	139	185	28	37	33
	42%	24%	46%	24%	49%	44%	41%	42%	41%	41%	52%	49%	32%	25%
			a		a					de	ade	de		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Agree strongly	150	43	35	19	20	6	10	**	47	53	108	42	19	29	53	68
	15%	16%	15%	9%	24%	12%	20%	**	14%	13%	14%	19%	24%	18%	14%	16%
		c	c		abce		c					cd	bcd			
Agree slightly	359	100	76	55	39	23	19	**	124	134	272	87	33	68	141	150
	36%	38%	32%	28%	46%	49%	40%	**	38%	34%	36%	38%	42%	41%	36%	35%
		c			abc	abc	c							c		
Disagree slightly	265	70	68	68	16	13	12	**	89	115	209	56	13	39	111	115
	27%	26%	29%	34%	19%	27%	25%	**	28%	29%	28%	25%	17%	23%	29%	27%
		d	d	ad					f	f	f					
Disagree strongly	153	36	41	54	5	4	5	**	43	76	123	27	8	21	57	72
	16%	13%	17%	27%	6%	8%	10%	**	13%	19%	16%	12%	10%	13%	15%	17%
		d	de	abdef						bef	ef					
Don't know	58	17	14	5	4	2	2	**	21	21	43	14	6	8	25	24
	6%	7%	6%	2%	5%	4%	4%	**	6%	5%	6%	6%	7%	5%	7%	6%
		c	c													
TOTAL AGREE	509	142	111	74	58	29	29	**	171	187	380	129	51	98	194	217
	52%	54%	47%	37%	70%	61%	61%	**	53%	47%	50%	57%	66%	59%	50%	51%
		c	c		abc	bc	bc		c			cd	bcd	bc		
TOTAL DISAGREE	417	105	109	122	21	16	16	**	132	190	332	83	21	60	168	188
	42%	40%	47%	61%	25%	35%	35%	**	41%	48%	44%	37%	27%	36%	43%	44%
		d	adef	abdef		d			f	bef	ef	f			a	a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Agree strongly	150	79	70	33	40	35	40	127	14	7	**	22	74	32	55	72
	15%	15%	15%	11%	15%	18%	19%	16%	14%	13%	**	16%	18%	11%	20%	13%
						a	ab						c		b	
Agree slightly	359	201	158	123	92	66	75	287	40	21	**	51	147	112	98	216
	36%	38%	35%	41%	34%	35%	36%	36%	41%	38%	**	37%	36%	39%	35%	38%
				b												
Disagree slightly	265	144	121	89	84	42	47	211	26	17	**	32	112	91	67	168
	27%	27%	27%	29%	31%	22%	23%	26%	27%	31%	**	23%	27%	32%	24%	29%
				cd	cd									a		a
Disagree strongly	153	76	75	46	41	35	29	130	14	7	**	21	63	44	43	89
	16%	14%	17%	15%	15%	19%	14%	16%	14%	12%	**	15%	15%	15%	16%	16%
Don't know	58	27	31	10	17	12	16	49	4	3	**	11	18	9	16	27
	6%	5%	7%	3%	6%	6%	8%	6%	4%	6%	**	8%	4%	3%	6%	5%
					a	a	a					bc				
TOTAL AGREE	509	280	228	157	132	101	116	413	54	29	**	72	220	144	154	288
	52%	53%	50%	52%	48%	53%	56%	51%	55%	51%	**	53%	53%	50%	55%	50%
							b									
TOTAL DISAGREE	417	220	196	135	125	77	76	342	40	24	**	52	174	135	110	257
	42%	42%	43%	45%	46%	41%	37%	42%	41%	43%	**	39%	42%	47%	39%	45%
				d	d									a		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Agree strongly	184	45	139	64	120	99	86	17	11	52	56	13	23	41
	19%	31%	17%	25%	16%	17%	22%	16%	13%	15%	16%	23%	21%	31%
		b		b			acd					a	a	abd
Agree slightly	348	53	295	90	258	206	142	31	23	113	125	23	44	47
	35%	36%	35%	36%	35%	35%	36%	28%	27%	33%	35%	39%	39%	35%
						cd	cd							
Disagree slightly	173	27	146	49	124	116	57	22	16	67	56	9	19	25
	18%	19%	17%	19%	17%	20%	15%	20%	19%	20%	16%	16%	16%	19%
						b		b						
Disagree strongly	160	10	150	24	135	111	49	28	24	67	67	7	13	8
	16%	6%	18%	10%	19%	19%	12%	25%	29%	20%	19%	11%	11%	6%
			a		a	b		ab	ab	cde	cde			
Don’t know	120	12	108	26	94	61	59	12	10	40	49	7	14	11
	12%	8%	13%	10%	13%	10%	15%	11%	12%	12%	14%	12%	12%	8%
			a				a							
TOTAL AGREE	533	99	434	155	378	305	228	48	33	165	181	36	68	88
	54%	67%	52%	61%	52%	51%	58%	44%	40%	49%	51%	61%	60%	66%
		b		b		cd	acd					ab	ab	ab
TOTAL DISAGREE	333	37	296	74	259	227	106	50	40	134	123	16	31	34
	34%	25%	35%	29%	35%	38%	27%	45%	48%	40%	35%	27%	28%	26%
			a		a	b		ab	ab	cde	de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Agree strongly	184	57	41	31	14	7	14	**	54	61	120	64	31	31	58	95
	19%	22%	18%	15%	17%	14%	30%	**	17%	15%	16%	28%	40%	19%	15%	22%
		c					bcde					bcd	bcde			b
Agree slightly	348	99	85	70	29	15	17	**	104	147	268	80	23	64	128	156
	35%	37%	36%	35%	35%	32%	36%	**	32%	37%	35%	35%	29%	38%	33%	36%
Disagree slightly	173	47	37	36	14	12	6	**	58	81	145	28	11	29	71	73
	18%	18%	16%	18%	17%	26%	13%	**	18%	20%	19%	12%	15%	18%	18%	17%
						abcf			e	e	e					
Disagree strongly	160	28	39	42	16	8	6	**	68	62	132	27	6	25	81	52
	16%	11%	17%	21%	19%	18%	13%	**	21%	16%	17%	12%	8%	15%	21%	12%
			a	a	a	a			cef	f	ef				ac	
Don't know	120	33	32	23	10	5	4	**	40	47	91	29	7	17	49	54
	12%	13%	13%	11%	11%	10%	7%	**	12%	12%	12%	13%	9%	10%	13%	12%
TOTAL AGREE	533	157	126	101	44	21	31	**	158	208	388	143	54	95	186	251
	54%	59%	54%	50%	52%	46%	66%	**	49%	52%	51%	63%	69%	57%	48%	58%
		ce					bcde					bcd	bcd	b		b
TOTAL DISAGREE	333	75	77	77	30	21	13	**	126	143	277	55	17	54	152	125
	34%	28%	33%	39%	36%	44%	27%	**	39%	36%	37%	24%	22%	33%	39%	29%
				af	a	abf			ef	ef	ef				ac	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Agree strongly	184	103	80	38	55	33	55	146	21	14	**	34	80	42	57	104
	19%	20%	18%	13%	20%	17%	27%	18%	21%	24%	**	25%	19%	15%	20%	18%
					a	a	abc					bc	c			
Agree slightly	348	193	155	116	90	77	62	291	31	17	**	37	151	105	98	202
	35%	37%	34%	38%	33%	40%	30%	36%	31%	30%	**	27%	37%	37%	35%	35%
				d		bd							a	a		
Disagree slightly	173	90	83	64	43	32	34	139	19	9	**	20	74	60	47	100
	18%	17%	18%	21%	16%	17%	16%	17%	19%	17%	**	14%	18%	21%	17%	17%
				bd										a		
Disagree strongly	160	87	71	58	45	26	29	127	19	11	**	26	57	53	47	96
	16%	17%	16%	19%	16%	13%	14%	16%	19%	20%	**	20%	14%	18%	17%	17%
				cd								b		b		
Don't know	120	54	65	27	40	23	27	101	10	5	**	18	50	27	32	69
	12%	10%	14%	9%	15%	12%	13%	13%	10%	9%	**	14%	12%	9%	11%	12%
			a		a		a									
TOTAL AGREE	533	296	235	154	146	110	118	437	52	30	**	71	231	148	154	307
	54%	56%	52%	51%	53%	58%	57%	54%	52%	54%	**	52%	56%	51%	55%	54%
		b				a										
TOTAL DISAGREE	333	177	154	122	88	57	63	266	38	20	**	46	131	113	93	196
	34%	34%	34%	40%	32%	30%	30%	33%	38%	36%	**	34%	32%	39%	33%	34%
				bcd										b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Agree strongly	134	30	104	42	91	71	63	8	6	40	46	8	11	29
	14%	20%	12%	17%	12%	12%	16%	7%	7%	12%	13%	14%	10%	22%
		b		b		cd	acd							abd
Agree slightly	294	50	244	82	212	167	127	31	17	94	105	19	34	43
	30%	34%	29%	32%	29%	28%	32%	28%	20%	28%	30%	33%	30%	33%
						d	ad							
Disagree slightly	256	30	227	59	198	164	92	27	22	96	95	13	32	27
	26%	20%	27%	23%	27%	28%	23%	25%	27%	28%	27%	22%	28%	20%
			a			b				e				
Disagree strongly	231	24	207	44	187	155	77	38	31	87	84	14	27	22
	23%	17%	25%	17%	26%	26%	20%	34%	38%	26%	24%	24%	24%	17%
			a		a	b		ab	ab	e				
Don't know	70	14	56	26	43	36	34	7	7	21	23	4	10	11
	7%	9%	7%	10%	6%	6%	9%	6%	8%	6%	7%	7%	9%	9%
				b			a							
TOTAL AGREE	427	80	348	125	303	238	190	39	22	134	152	28	45	72
	43%	54%	42%	49%	41%	40%	48%	35%	27%	40%	43%	47%	39%	55%
		b		b		d	acd							abd
TOTAL DISAGREE	488	54	433	103	385	319	169	65	53	183	178	26	59	49
	50%	37%	52%	41%	53%	54%	43%	59%	65%	54%	50%	45%	52%	37%
			a		a	b		b	ab	e	e		e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Agree strongly	134	35	32	30	12	3	11	**	45	54	105	28	17	24	57	52
	14%	13%	14%	15%	14%	7%	23%	**	14%	14%	14%	12%	21%	15%	15%	12%
				e			abde						bcde			
Agree slightly	294	83	70	65	24	8	10	**	108	115	235	58	17	57	118	119
	30%	31%	30%	32%	28%	18%	22%	**	33%	29%	31%	26%	22%	34%	30%	28%
		ef	e	ef	e				ef		ef			c		
Disagree slightly	256	70	59	52	25	14	11	**	81	114	204	52	15	44	105	107
	26%	26%	25%	26%	30%	30%	23%	**	25%	29%	27%	23%	19%	27%	27%	25%
										ef	f					
Disagree strongly	231	55	56	47	16	19	12	**	65	94	163	68	23	31	80	119
	23%	21%	24%	23%	19%	40%	26%	**	20%	24%	22%	30%	30%	19%	21%	28%
						abcdf						bcd	bd			ab
Don't know	70	22	17	7	8	3	3	**	25	21	48	21	5	9	27	32
	7%	8%	7%	4%	9%	5%	7%	**	8%	5%	6%	9%	7%	6%	7%	8%
		c	c		c							cd				
TOTAL AGREE	427	118	102	95	35	12	21	**	153	169	340	87	34	81	175	171
	43%	45%	44%	47%	42%	25%	45%	**	47%	42%	45%	38%	43%	49%	45%	40%
		e	e	e	e		e		e		e			c	c	
TOTAL DISAGREE	488	125	115	99	41	33	23	**	145	208	367	119	39	75	185	226
	50%	47%	49%	49%	49%	70%	48%	**	45%	52%	49%	53%	50%	45%	48%	53%
						abcdf				b		b				a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Agree strongly	134	63	71	41	39	23	30	106	17	7	**	23	52	40	42	75
	14%	12%	16%	14%	14%	12%	15%	13%	18%	12%	**	17%	13%	14%	15%	13%
			a													
Agree slightly	294	157	136	94	85	58	55	243	28	16	**	36	125	90	83	169
	30%	30%	30%	31%	31%	31%	27%	30%	28%	29%	**	27%	30%	31%	30%	30%
Disagree slightly	256	141	115	84	70	52	47	207	26	14	**	31	112	77	67	151
	26%	27%	25%	28%	26%	27%	23%	26%	27%	26%	**	23%	27%	27%	24%	26%
Disagree strongly	231	131	99	72	63	39	55	187	24	15	**	32	100	69	70	144
	23%	25%	22%	24%	23%	20%	27%	23%	24%	26%	**	24%	24%	24%	25%	25%
							c									
Don't know	70	36	33	11	17	19	20	61	3	4	**	14	24	13	17	32
	7%	7%	7%	4%	6%	10%	9%	8%	3%	8%	**	10%	6%	4%	6%	6%
					a	ab	a	b				bc				
TOTAL AGREE	427	220	207	135	123	81	86	349	45	23	**	59	177	130	125	244
	43%	42%	46%	45%	45%	42%	41%	43%	46%	41%	**	43%	43%	45%	45%	43%
TOTAL DISAGREE	488	271	214	156	133	91	102	394	50	29	**	63	211	146	137	295
	50%	52%	47%	52%	49%	48%	49%	49%	51%	52%	**	46%	51%	51%	49%	52%
		b														

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Very confident	180	38	141	52	128	99	80	31	27	52	63	12	19	35
	18%	26%	17%	20%	17%	17%	20%	28%	32%	15%	18%	20%	17%	27%
		b					a	ab	ab					abd
Fairly confident	462	64	398	110	352	303	159	62	43	168	154	30	58	56
	47%	43%	48%	43%	48%	51%	40%	56%	52%	50%	44%	51%	51%	43%
						b		b	b	b			b	
Not very confident	205	28	177	52	152	122	83	12	9	71	75	12	23	26
	21%	19%	21%	21%	21%	21%	21%	11%	10%	21%	21%	20%	21%	19%
						cd	cd							
Not at all confident	87	7	80	18	69	46	42	4	3	30	42	4	8	5
	9%	5%	10%	7%	9%	8%	11%	4%	4%	9%	12%	7%	7%	4%
			a			c	acd			e	de			
Don’t know	51	10	41	21	30	22	30	2	2	18	19	1	5	10
	5%	7%	5%	8%	4%	4%	8%	2%	2%	5%	5%	1%	4%	7%
				b			acd			c	c			c
TOTAL CONFIDENT	642	102	539	162	479	403	239	93	69	220	217	42	77	92
	65%	69%	64%	64%	66%	68%	61%	84%	84%	65%	62%	71%	68%	69%
						b		ab	ab			b		
TOTAL NOT CONFIDENT	292	35	257	71	221	168	124	16	12	101	117	16	31	31
	30%	24%	31%	28%	30%	28%	32%	14%	14%	30%	33%	27%	27%	23%
			a			cd	cd				e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Very confident	180	52	41	31	20	9	12	**	58	66	135	45	18	36	66	77
	18%	20%	18%	16%	23%	18%	25%	**	18%	17%	18%	20%	24%	22%	17%	18%
					c		c						c			
Fairly confident	462	117	110	85	40	24	25	**	164	179	357	104	35	83	190	189
	47%	44%	47%	42%	47%	51%	52%	**	51%	45%	47%	46%	45%	50%	49%	44%
									c						c	
Not very confident	205	55	48	51	14	9	8	**	61	93	160	44	14	30	75	99
	21%	21%	20%	25%	17%	20%	17%	**	19%	23%	21%	20%	18%	18%	19%	23%
				d						b						a
Not at all confident	87	22	22	27	6	3	2	**	29	39	69	17	4	12	40	35
	9%	8%	9%	13%	8%	6%	3%	**	9%	10%	9%	8%	6%	7%	10%	8%
			f	adef												
Don't know	51	20	13	7	4	2	1	**	12	20	34	17	6	5	17	29
	5%	7%	6%	4%	5%	5%	2%	**	4%	5%	5%	7%	8%	3%	4%	7%
		cf										bd	b			ab
TOTAL CONFIDENT	642	169	151	116	59	33	37	**	222	245	492	149	53	119	256	266
	65%	64%	64%	58%	71%	69%	77%	**	69%	62%	65%	66%	69%	72%	66%	62%
					c	c	abc		c					c		
TOTAL NOT CONFIDENT	292	77	70	78	20	12	10	**	89	132	229	62	18	41	115	134
	30%	29%	30%	39%	24%	26%	21%	**	28%	33%	30%	27%	23%	25%	30%	31%
				abdef						bef						a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Very confident	180	98	80	46	49	37	44	148	19	11	**	27	76	52	60	100
	18%	19%	18%	15%	18%	19%	21%	18%	19%	19%	**	20%	19%	18%	22%	17%
							a								b	
Fairly confident	462	251	210	149	131	92	85	381	43	23	**	64	202	129	124	274
	47%	48%	46%	49%	48%	48%	41%	47%	44%	40%	**	47%	49%	45%	44%	48%
				d	d	d										
Not very confident	205	99	106	60	57	43	45	160	23	15	**	26	85	62	56	118
	21%	19%	23%	20%	21%	23%	22%	20%	24%	28%	**	19%	21%	22%	20%	21%
			a													
Not at all confident	87	49	38	33	21	12	19	70	11	5	**	9	33	33	25	51
	9%	9%	8%	11%	8%	6%	9%	9%	11%	10%	**	6%	8%	11%	9%	9%
				c										ab		
Don't know	51	31	20	15	15	6	14	45	3	2	**	10	16	12	14	29
	5%	6%	5%	5%	6%	3%	7%	6%	3%	4%	**	7%	4%	4%	5%	5%
							c					b				
TOTAL CONFIDENT	642	348	290	194	180	129	129	529	62	33	**	91	278	181	185	374
	65%	66%	64%	64%	66%	68%	62%	66%	63%	59%	**	67%	67%	63%	66%	65%
TOTAL NOT CONFIDENT	292	148	143	93	78	55	64	230	34	21	**	35	118	95	81	169
	30%	28%	32%	31%	29%	29%	31%	29%	34%	37%	**	26%	29%	33%	29%	30%
														a		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : All responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Yes - in the last 6 months	51	10	42	17	34	51	-	51	38	22	15	2	4	9
	5%	6%	5%	7%	5%	9%	-%	46%	46%	6%	4%	3%	4%	7%
						b		ab	ab					
Yes - 7 to 12 months ago	59	15	45	21	38	59	-	59	44	23	15	1	7	14
	6%	10%	5%	8%	5%	10%	-%	54%	54%	7%	4%	2%	6%	11%
		b		b		b		ab	ab	bc				bc
Yes – 13 to 18 months ago	73	17	56	24	49	73	-	-	-	26	18	1	11	17
	7%	12%	7%	10%	7%	12%	-%	-%	-%	8%	5%	2%	10%	13%
		b		b		bcd				c			bc	abc
Yes – 1.5 to 2 years ago	64	9	55	17	46	64	-	-	-	21	24	2	9	8
	6%	6%	7%	7%	6%	11%	-%	-%	-%	6%	7%	3%	8%	6%
						bcd							c	
Yes – 2 to 3 years ago	76	7	68	18	57	76	-	-	-	23	30	5	12	6
	8%	5%	8%	7%	8%	13%	-%	-%	-%	7%	9%	9%	11%	4%
						bcd							ae	
Yes – More than 3 years ago	269	19	250	47	223	269	-	-	-	86	118	22	28	18
	27%	13%	30%	18%	30%	45%	-%	-%	-%	25%	33%	38%	25%	13%
			a		a	bcd				e	ade	ade	e	
No – never changed provider	393	71	322	109	284	-	393	-	-	138	133	25	41	60
	40%	48%	38%	43%	39%	-%	100%	-%	-%	41%	38%	43%	36%	46%
		b					acd							d

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your 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 SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Yes - in the last 6 months	51	10	11	6	4	5	6	**	21	19	46	5	1	18	20	13
	5%	4%	5%	3%	5%	10%	12%	**	7%	5%	6%	2%	1%	11%	5%	3%
						abc	abcd		ef	ef	ef			bc	c	
Yes - 7 to 12 months ago	59	6	15	7	4	6	6	**	28	19	51	8	2	18	25	16
	6%	2%	6%	3%	5%	13%	13%	**	9%	5%	7%	4%	3%	11%	6%	4%
			a			abcd	abcd		cef		e			bc	c	
Yes – 13 to 18 months ago	73	14	16	8	5	5	8	**	35	26	66	7	2	23	31	19
	7%	5%	7%	4%	6%	12%	18%	**	11%	6%	9%	3%	3%	14%	8%	4%
						ac	abcd		cef	e	ef			bc	c	
Yes – 1.5 to 2 years ago	64	15	14	12	2	5	4	**	27	23	54	9	2	15	26	23
	6%	6%	6%	6%	3%	11%	8%	**	8%	6%	7%	4%	3%	9%	7%	5%
						ad	d		ef		ef			c		
Yes – 2 to 3 years ago	76	11	25	9	5	5	7	**	31	30	61	15	4	14	34	28
	8%	4%	11%	5%	6%	11%	15%	**	9%	7%	8%	6%	6%	8%	9%	6%
			ac			ac	acd									
Yes – More than 3 years ago	269	37	84	68	35	14	10	**	60	123	188	80	27	21	100	146
	27%	14%	36%	34%	42%	30%	22%	**	19%	31%	25%	35%	35%	13%	26%	34%
			af	af	aef	a	a			bd	b	bd	bd		a	ab
No – never changed provider	393	172	68	91	27	6	6	**	121	158	290	102	39	57	151	184
	40%	65%	29%	45%	33%	14%	13%	**	37%	40%	38%	45%	50%	34%	39%	43%
		bcdef	ef	bdef	ef							bd	bcd			a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Yes - in the last 6 months	51	21	30	14	16	9	11	39	7	3	**	7	22	18	17	28
	5%	4%	7%	5%	6%	5%	5%	5%	7%	5%	**	5%	5%	6%	6%	5%
			a													
Yes - 7 to 12 months ago	59	36	23	23	19	9	9	49	5	5	**	9	31	14	18	36
	6%	7%	5%	8%	7%	5%	4%	6%	5%	9%	**	7%	8%	5%	6%	6%
				d												
Yes – 13 to 18 months ago	73	44	29	25	23	15	9	62	8	1	**	10	34	17	22	38
	7%	8%	6%	8%	9%	8%	5%	8%	8%	2%	**	7%	8%	6%	8%	7%
				d	d	d		c								
Yes – 1.5 to 2 years ago	64	36	27	25	17	14	7	48	7	6	**	5	28	25	17	35
	6%	7%	6%	8%	6%	7%	4%	6%	7%	10%	**	4%	7%	9%	6%	6%
				d	d	d								a		
Yes – 2 to 3 years ago	76	36	40	29	15	13	19	58	13	3	**	10	28	24	21	43
	8%	7%	9%	9%	5%	7%	9%	7%	13%	6%	**	7%	7%	8%	8%	8%
				b			b		ac							
Yes – More than 3 years ago	269	148	120	80	76	54	56	222	25	17	**	38	112	80	63	176
	27%	28%	26%	26%	28%	28%	27%	28%	25%	30%	**	28%	27%	28%	23%	31%
																a
No – never changed provider	393	206	185	107	107	76	95	325	35	21	**	57	157	109	121	215
	40%	39%	41%	36%	39%	40%	46%	40%	35%	37%	**	42%	38%	38%	43%	38%
							ab								b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q28B. Which provider did you previously use for your landline service?

Base : All responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	a	~b	c	d	a	~b	~c	~d	~e
Unweighted total	254	39	215	76	178	254	-	254	176	126	52	10	34	34
Effective Weighted Sample	166	18	182	38	150	166	-	166	131	113	48	8	28	17
Total	111	24	86	38	72	111	-	111	83	44	30	3	11	23
BT	28	**	23	**	20	28	**	28	21	9	**	**	**	**
	25%	**	26%	**	27%	25%	**	25%	25%	21%	**	**	**	**
Sky	16	**	12	**	11	16	**	16	12	8	**	**	**	**
	14%	**	14%	**	15%	14%	**	14%	14%	18%	**	**	**	**
TalkTalk	12	**	11	**	8	12	**	12	11	5	**	**	**	**
	11%	**	13%	**	11%	11%	**	11%	13%	11%	**	**	**	**
Virgin Media	11	**	10	**	10	11	**	11	8	3	**	**	**	**
	10%	**	12%	**	14%	10%	**	10%	10%	6%	**	**	**	**
Plusnet	8	**	7	**	7	8	**	8	7	6	**	**	**	**
	7%	**	9%	**	9%	7%	**	7%	8%	14%	**	**	**	**
GiffGaff	6	**	1	**	*	6	**	6	3	*	**	**	**	**
	5%	**	1%	**	*%	5%	**	5%	4%	*%	**	**	**	**
EE	6	**	5	**	5	6	**	6	3	2	**	**	**	**
	5%	**	6%	**	7%	5%	**	5%	4%	5%	**	**	**	**
Post Office	4	**	2	**	1	4	**	4	4	1	**	**	**	**
	4%	**	2%	**	2%	4%	**	4%	5%	3%	**	**	**	**
NOW TV/ NOW Broadband	4	**	3	**	3	4	**	4	3	2	**	**	**	**
	4%	**	4%	**	4%	4%	**	4%	4%	5%	**	**	**	**
Vodafone	2	**	2	**	2	2	**	2	2	2	**	**	**	**
	2%	**	3%	**	3%	2%	**	2%	2%	5%	**	**	**	**
First Utility	2	**	*	**	*	2	**	2	1	*	**	**	**	**
	2%	**	*%	**	*%	2%	**	2%	1%	1%	**	**	**	**
John Lewis	2	**	1	**	*	2	**	2	1	1	**	**	**	**
	2%	**	1%	**	1%	2%	**	2%	1%	2%	**	**	**	**
SSE	2	**	2	**	2	2	**	2	2	1	**	**	**	**
	2%	**	2%	**	2%	2%	**	2%	2%	2%	**	**	**	**
The Phone Co-op	1	**	*	**	*	1	**	1	-	*	**	**	**	**
	1%	**	*%	**	1%	1%	**	1%	-%	*%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28B. Which provider did you previously use for your landline service?

Base : All responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	a	~b	c	d	a	~b	~c	~d	~e
Unweighted total	254	39	215	76	178	254	-	254	176	126	52	10	34	34
Effective Weighted Sample	166	18	182	38	150	166	-	166	131	113	48	8	28	17
Total	111	24	86	38	72	111	-	111	83	44	30	3	11	23
Utility Warehouse	1	**	1	**	1	1	**	1	1	1	**	**	**	**
	1%	**	1%	**	1%	1%	**	1%	2%	1%	**	**	**	**
POP Telecom	*	**	*	**	-	*	**	*	-	-	**	**	**	**
	*%	**	*%	**	-%	*%	**	*%	-%	-%	**	**	**	**
Other supplier	5	**	5	**	3	5	**	5	4	3	**	**	**	**
	5%	**	6%	**	4%	5%	**	5%	5%	6%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28B. Which provider did you previously use for your landline service?

Base : All responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	b	~c
Unweighted total	254	42	49	29	24	31	22	22	117	78	217	36	8	83	104	66
Effective Weighted Sample	166	33	43	25	21	27	9	9	75	55	138	33	8	42	87	44
Total	111	16	25	13	8	11	12	9	50	38	97	14	3	36	45	30
BT	28	**	**	**	**	**	**	**	13	**	22	**	**	**	9	**
	25%	**	**	**	**	**	**	**	26%	**	23%	**	**	**	20%	**
Sky	16	**	**	**	**	**	**	**	8	**	13	**	**	**	5	**
	14%	**	**	**	**	**	**	**	16%	**	13%	**	**	**	11%	**
TalkTalk	12	**	**	**	**	**	**	**	5	**	11	**	**	**	7	**
	11%	**	**	**	**	**	**	**	11%	**	12%	**	**	**	17%	**
Virgin Media	11	**	**	**	**	**	**	**	3	**	10	**	**	**	7	**
	10%	**	**	**	**	**	**	**	6%	**	10%	**	**	**	17%	**
Plusnet	8	**	**	**	**	**	**	**	3	**	8	**	**	**	5	**
	7%	**	**	**	**	**	**	**	6%	**	8%	**	**	**	10%	**
GiffGaff	6	**	**	**	**	**	**	**	3	**	6	**	**	**	*	**
	5%	**	**	**	**	**	**	**	7%	**	6%	**	**	**	1%	**
EE	6	**	**	**	**	**	**	**	2	**	5	**	**	**	2	**
	5%	**	**	**	**	**	**	**	5%	**	6%	**	**	**	4%	**
Post Office	4	**	**	**	**	**	**	**	*	**	4	**	**	**	*	**
	4%	**	**	**	**	**	**	**	1%	**	5%	**	**	**	1%	**
NOW TV/ NOW Broadband	4	**	**	**	**	**	**	**	2	**	3	**	**	**	2	**
	4%	**	**	**	**	**	**	**	4%	**	4%	**	**	**	5%	**
Vodafone	2	**	**	**	**	**	**	**	2	**	2	**	**	**	1	**
	2%	**	**	**	**	**	**	**	4%	**	2%	**	**	**	3%	**
First Utility	2	**	**	**	**	**	**	**	1	**	2	**	**	**	1	**
	2%	**	**	**	**	**	**	**	2%	**	2%	**	**	**	3%	**
John Lewis	2	**	**	**	**	**	**	**	1	**	1	**	**	**	*	**
	2%	**	**	**	**	**	**	**	2%	**	1%	**	**	**	1%	**
SSE	2	**	**	**	**	**	**	**	*	**	1	**	**	**	1	**
	2%	**	**	**	**	**	**	**	1%	**	1%	**	**	**	2%	**
The Phone Co-op	1	**	**	**	**	**	**	**	1	**	1	**	**	**	*	**
	1%	**	**	**	**	**	**	**	1%	**	2%	**	**	**	*%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q28B. Which provider did you previously use for your landline service?

Base : All responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	b	~c
Unweighted total	254	42	49	29	24	31	22	22	117	78	217	36	8	83	104	66
Effective Weighted Sample	166	33	43	25	21	27	9	9	75	55	138	33	8	42	87	44
Total	111	16	25	13	8	11	12	9	50	38	97	14	3	36	45	30
Utility Warehouse	1	**	**	**	**	**	**	**	*	**	1	**	**	**	1	**
	1%	**	**	**	**	**	**	**	1%	**	1%	**	**	**	1%	**
POP Telecom	*	**	**	**	**	**	**	**	*	**	*	**	**	**	-	**
	*%	**	**	**	**	**	**	**	*%	**	*%	**	**	**	-%	**
Other supplier	5	**	**	**	**	**	**	**	4	**	5	**	**	**	3	**
	5%	**	**	**	**	**	**	**	8%	**	5%	**	**	**	6%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your landline service?

Base : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	~a	b
Unweighted total	254	132	121	88	69	40	54	204	28	16	6	42	119	71	92	127
Effective Weighted Sample	166	85	81	72	40	22	44	135	23	8	5	34	69	50	73	78
Total	111	58	53	37	35	18	20	89	11	8	3	16	53	32	35	64
BT	28	13	15	**	**	**	**	22	**	**	**	**	17	**	**	18
	25%	22%	29%	**	**	**	**	25%	**	**	**	**	32%	**	**	28%
Sky	16	9	7	**	**	**	**	10	**	**	**	**	5	**	**	11
	14%	15%	13%	**	**	**	**	11%	**	**	**	**	9%	**	**	18%
TalkTalk	12	4	8	**	**	**	**	10	**	**	**	**	4	**	**	5
	11%	6%	16%	**	**	**	**	11%	**	**	**	**	8%	**	**	8%
			a													
Virgin Media	11	7	4	**	**	**	**	10	**	**	**	**	5	**	**	6
	10%	12%	8%	**	**	**	**	12%	**	**	**	**	9%	**	**	9%
Plusnet	8	5	3	**	**	**	**	6	**	**	**	**	3	**	**	6
	7%	8%	6%	**	**	**	**	7%	**	**	**	**	6%	**	**	9%
GiffGaff	6	3	3	**	**	**	**	3	**	**	**	**	3	**	**	5
	5%	5%	6%	**	**	**	**	4%	**	**	**	**	6%	**	**	8%
EE	6	3	3	**	**	**	**	5	**	**	**	**	3	**	**	3
	5%	5%	5%	**	**	**	**	6%	**	**	**	**	6%	**	**	5%
Post Office	4	4	1	**	**	**	**	4	**	**	**	**	4	**	**	3
	4%	6%	1%	**	**	**	**	4%	**	**	**	**	7%	**	**	5%
		b														
NOW TV/ NOW Broadband	4	3	1	**	**	**	**	3	**	**	**	**	2	**	**	2
	4%	5%	2%	**	**	**	**	3%	**	**	**	**	4%	**	**	3%
Vodafone	2	1	1	**	**	**	**	2	**	**	**	**	*	**	**	*
	2%	2%	2%	**	**	**	**	2%	**	**	**	**	1%	**	**	1%
First Utility	2	1	1	**	**	**	**	2	**	**	**	**	1	**	**	1
	2%	2%	2%	**	**	**	**	2%	**	**	**	**	1%	**	**	1%
John Lewis	2	1	*	**	**	**	**	2	**	**	**	**	1	**	**	-
	2%	2%	1%	**	**	**	**	2%	**	**	**	**	2%	**	**	-%
SSE	2	1	1	**	**	**	**	1	**	**	**	**	1	**	**	1
	2%	1%	2%	**	**	**	**	1%	**	**	**	**	1%	**	**	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q28B. Which provider did you previously use for your landline service?

Base : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	~a	b
Unweighted total	254	132	121	88	69	40	54	204	28	16	6	42	119	71	92	127
Effective Weighted Sample	166	85	81	72	40	22	44	135	23	8	5	34	69	50	73	78
Total	111	58	53	37	35	18	20	89	11	8	3	16	53	32	35	64
The Phone Co-op	1	1	*	**	**	**	**	1	**	**	**	**	1	**	**	*
	1%	2%	*%	**	**	**	**	2%	**	**	**	**	3%	**	**	*%
Utility Warehouse	1	-	1	**	**	**	**	1	**	**	**	**	*	**	**	1
	1%	-%	2%	**	**	**	**	1%	**	**	**	**	*%	**	**	1%
POP Telecom	*	*	-	**	**	**	**	*	**	**	**	**	-	**	**	-
	*%	*%	-%	**	**	**	**	*%	**	**	**	**	-%	**	**	-%
Other supplier	5	2	2	**	**	**	**	5	**	**	**	**	2	**	**	2
	5%	4%	4%	**	**	**	**	5%	**	**	**	**	4%	**	**	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
IN THE LAST 12 MONTHS	111	24	86	38	72	111	-	111	83	44	30	3	11	23
	11%	17%	10%	15%	10%	19%	-%	100%	100%	13%	8%	5%	10%	18%
		b		b		b		ab	ab	bc				bcd
13 MONTHS - 2 YEARS AGO	137	26	111	41	95	137	-	-	-	47	42	3	21	25
	14%	18%	13%	16%	13%	23%	-%	-%	-%	14%	12%	5%	18%	19%
						bcd				c	c		bc	bc
OVER 2 YEARS AGO	345	26	319	65	280	345	-	-	-	109	148	28	41	23
	35%	18%	38%	26%	38%	58%	-%	-%	-%	32%	42%	47%	36%	18%
			a		a	bcd				e	ae	ade	e	
NET: IN THE LAST 2 YEARS	247	50	197	80	167	247	-	111	83	92	72	6	32	48
	25%	34%	24%	31%	23%	42%	-%	100%	100%	27%	20%	10%	28%	36%
		b		b		b		ab	ab	bc	c		bc	abc
NEVER	393	71	322	109	284	-	393	-	-	138	133	25	41	60
	40%	48%	38%	43%	39%	-%	100%	-%	-%	41%	38%	43%	36%	46%
		b					acd							d

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
IN THE LAST 12 MONTHS	111	16	25	13	8	11	12	**	50	38	97	14	3	36	45	30
	11%	6%	11%	6%	10%	23%	25%	**	15%	10%	13%	6%	4%	22%	12%	7%
			ac		a	abcd	abcd		cef	ef	cef			bc	c	
13 MONTHS - 2 YEARS AGO	137	29	31	20	7	10	12	**	62	49	120	16	4	38	57	42
	14%	11%	13%	10%	9%	22%	26%	**	19%	12%	16%	7%	6%	23%	15%	10%
						abcd	abcd		cef	ef	cef			bc	c	
OVER 2 YEARS AGO	345	49	110	78	40	19	17	**	91	153	249	95	31	35	135	174
	35%	18%	47%	39%	48%	41%	37%	**	28%	38%	33%	42%	40%	21%	35%	40%
			ac	a	acf	a	a			bd	b	bd	b		a	ab
NET: IN THE LAST 2 YEARS	247	45	56	32	16	21	24	**	112	87	217	30	8	74	102	72
	25%	17%	24%	16%	19%	45%	51%	**	35%	22%	29%	13%	10%	44%	26%	17%
			ac			abcd	abcd		cdef	ef	cef			bc	c	
NEVER	393	172	68	91	27	6	6	**	121	158	290	102	39	57	151	184
	40%	65%	29%	45%	33%	14%	13%	**	37%	40%	38%	45%	50%	34%	39%	43%
		bcdef	ef	bdef	ef							bd	bcd			a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
IN THE LAST 12 MONTHS	111	58	53	37	35	18	20	89	11	8	**	16	53	32	35	64
	11%	11%	12%	12%	13%	9%	10%	11%	11%	15%	**	12%	13%	11%	12%	11%
13 MONTHS - 2 YEARS AGO	137	79	57	49	41	29	17	111	15	7	**	15	62	42	39	73
	14%	15%	12%	16%	15%	15%	8%	14%	15%	12%	**	11%	15%	15%	14%	13%
				d	d	d										
OVER 2 YEARS AGO	345	183	160	109	91	67	76	280	38	20	**	48	140	104	84	220
	35%	35%	35%	36%	33%	35%	36%	35%	38%	36%	**	35%	34%	36%	30%	38%
																a
NET: IN THE LAST 2 YEARS	247	137	109	86	75	47	37	199	26	15	**	31	115	74	74	137
	25%	26%	24%	28%	28%	25%	18%	25%	26%	27%	**	23%	28%	26%	26%	24%
				d	d	d										
NEVER	393	206	185	107	107	76	95	325	35	21	**	57	157	109	121	215
	40%	39%	41%	36%	39%	40%	46%	40%	35%	37%	**	42%	38%	38%	43%	38%
							ab								b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	d	~e
Unweighted total	1241	112	1129	266	975	1241	-	254	176	528	352	83	194	96
Effective Weighted Sample	965	60	1000	157	869	965	-	166	131	496	338	79	164	53
Total	592	77	515	145	448	592	-	111	83	201	220	33	72	71
Yes	130	30	100	43	87	130	**	28	-	38	44	**	16	**
	22%	39%	19%	30%	19%	22%	**	25%	-%	19%	20%	**	23%	**
		b		b		d		d						
No	462	47	416	102	361	462	**	83	83	163	176	**	56	**
	78%	61%	81%	70%	81%	78%	**	75%	100%	81%	80%	**	77%	**
			a		a				ac					

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	1241	215	296	217	133	105	96	50	420	475	945	292	83	231	477	529
Effective Weighted Sample	965	172	267	189	113	97	51	27	315	400	737	227	50	150	396	421
Total	592	93	166	110	56	40	41	23	203	240	466	125	39	109	236	246
Yes	130	30	33	21	6	4	**	**	68	38	117	12	**	43	54	32
	22%	32%	20%	19%	11%	11%	**	**	34%	16%	25%	10%	**	40%	23%	13%
		bcde	de	d					cde	e	ce			bc	c	
No	462	64	133	89	50	36	**	**	135	202	349	112	**	65	182	214
	78%	68%	80%	81%	89%	89%	**	**	66%	84%	75%	90%	**	60%	77%	87%
			a	a	abc	ab				bd	b	bcd			a	ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1241	666	566	409	327	234	261	1008	132	72	29	159	538	362	346	729
Effective Weighted Sample	965	518	440	345	241	180	197	776	109	54	27	109	415	293	252	583
Total	592	320	269	195	166	114	112	479	64	35	14	79	255	179	158	357
Yes	130	67	63	44	39	28	19	105	14	**	**	16	67	39	41	77
	22%	21%	23%	22%	24%	25%	17%	22%	22%	**	**	20%	26%	22%	26%	21%
					d	d										
No	462	254	206	151	127	86	94	374	49	**	**	63	187	140	117	280
	78%	79%	77%	78%	76%	75%	83%	78%	78%	**	**	80%	74%	78%	74%	79%
							bc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : All responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2020	194	1826	437	1583	1241	779	254	176	885	563	142	298	154
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	833	540	136	264	90
Total	985	147	837	254	731	592	393	111	83	339	353	58	113	132
Up to 12 months	123	27	97	43	81	111	13	111	83	50	34	3	11	25
	13%	18%	12%	17%	11%	19%	3%	100%	100%	15%	10%	5%	10%	19%
		b		b		b		ab	ab	bcd				bcd
More than a year, up to 2 years	154	27	127	45	109	137	17	-	-	55	47	5	23	25
	16%	18%	15%	18%	15%	23%	4%	-%	-%	16%	13%	8%	21%	19%
						bcd	cd			c			bc	c
More than 2 years, up to 3 years	93	11	82	23	70	76	18	-	-	29	37	6	14	9
	9%	7%	10%	9%	10%	13%	5%	-%	-%	9%	11%	10%	12%	7%
						bcd	cd							
More than 3 years, up to 5 years	114	7	107	19	95	80	34	-	-	40	47	9	13	6
	12%	5%	13%	7%	13%	14%	9%	-%	-%	12%	13%	15%	11%	5%
			a		a	bcd	cd			e	e	e	e	
More than 5 years, up to 10 years	156	12	144	30	125	99	56	-	-	43	79	9	17	10
	16%	8%	17%	12%	17%	17%	14%	-%	-%	13%	22%	16%	15%	7%
			a		a	cd	cd				ade	e	e	
More than 10 years	310	57	253	81	229	77	233	-	-	112	96	25	30	50
	31%	39%	30%	32%	31%	13%	59%	-%	-%	33%	27%	43%	27%	38%
		b				cd	acd			bd		abd		bd
Don't know/ can't remember	34	7	27	13	21	13	22	-	-	9	12	2	5	7
	3%	5%	3%	5%	3%	2%	6%	-%	-%	3%	3%	3%	5%	5%
				b		c	acd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : All responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	557	420	390	196	124	113	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	386	380	342	160	115	63	46	525	655	1224	317	77	251	648	640
Total	985	265	234	201	84	47	47	34	324	398	756	227	78	166	387	430
Up to 12 months	123	20	27	16	10	11	12	**	55	42	109	14	3	43	48	31
	13%	7%	12%	8%	12%	23%	25%	**	17%	11%	14%	6%	4%	26%	12%	7%
			a			abcd	abcd		cef	ef	cef			bc	c	
More than a year, up to 2 years	154	32	34	24	9	11	13	**	72	53	136	18	5	46	62	46
	16%	12%	15%	12%	10%	23%	27%	**	22%	13%	18%	8%	6%	28%	16%	11%
						abcd	abcd		cdef	ef	cef			bc	c	
More than 2 years, up to 3 years	93	14	28	13	8	6	8	**	41	36	78	16	5	20	43	30
	9%	5%	12%	6%	10%	12%	16%	**	13%	9%	10%	7%	6%	12%	11%	7%
			ac		a	ac	ac		cef		e			c	c	
More than 3 years, up to 5 years	114	22	35	22	10	8	7	**	46	43	93	21	4	21	55	38
	12%	8%	15%	11%	12%	17%	16%	**	14%	11%	12%	9%	5%	13%	14%	9%
			a			a	a		cef	f	f				c	
More than 5 years, up to 10 years	156	21	63	38	18	6	3	**	48	72	121	33	16	17	65	72
	16%	8%	27%	19%	21%	12%	7%	**	15%	18%	16%	15%	20%	10%	17%	17%
			acef	af	aef										a	a
More than 10 years	310	146	39	82	26	4	3	**	49	139	190	120	45	12	99	199
	31%	55%	16%	41%	31%	8%	6%	**	15%	35%	25%	53%	57%	7%	25%	46%
		bcdef	ef	bdef	bef					bd	b	bcd	bcd		a	ab
Don't know/ can't remember	34	10	8	6	3	2	1	**	13	13	29	5	*	7	15	13
	3%	4%	3%	3%	4%	5%	3%	**	4%	3%	4%	2%	*%	4%	4%	3%
									f		f					

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
Up to 12 months	123	62	60	38	40	21	23	98	14	8	**	18	60	36	38	72
	13%	12%	13%	13%	14%	11%	11%	12%	14%	15%	**	13%	15%	12%	14%	13%
More than a year, up to 2 years	154	89	65	52	48	32	21	126	17	8	**	17	71	46	45	82
	16%	17%	14%	17%	17%	17%	10%	16%	17%	14%	**	12%	17%	16%	16%	14%
				d	d	d										
More than 2 years, up to 3 years	93	47	46	34	21	16	22	72	15	5	**	12	34	30	30	50
	9%	9%	10%	11%	8%	8%	11%	9%	15%	9%	**	9%	8%	10%	11%	9%
				b					a							
More than 3 years, up to 5 years	114	54	59	33	27	27	26	96	10	6	**	18	47	34	32	71
	12%	10%	13%	11%	10%	14%	12%	12%	11%	10%	**	13%	11%	12%	11%	12%
			a													
More than 5 years, up to 10 years	156	83	72	42	44	36	31	135	9	8	**	25	64	47	38	99
	16%	16%	16%	14%	16%	19%	15%	17%	9%	13%	**	18%	15%	16%	14%	17%
						a		b								a
More than 10 years	310	171	138	96	84	48	76	250	31	20	**	43	122	88	88	184
	31%	32%	30%	32%	31%	25%	37%	31%	31%	36%	**	31%	30%	31%	31%	32%
				c			bc									
Don't know/ can't remember	34	21	13	7	10	10	8	28	3	2	**	3	15	7	9	14
	3%	4%	3%	2%	4%	5%	4%	4%	3%	4%	**	3%	4%	2%	3%	2%
						a										

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your landline service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	d	~e
Unweighted total	1241	112	1129	266	975	1241	-	254	176	528	352	83	194	96
Effective Weighted Sample	965	60	1000	157	869	965	-	166	131	496	338	79	164	53
Total	592	77	515	145	448	592	-	111	83	201	220	33	72	71
Once	238	27	211	54	184	238	**	37	29	73	101	**	23	**
	40%	36%	41%	38%	41%	40%	**	33%	35%	36%	46%	**	32%	**
						c					ad			
Twice	149	26	124	44	106	149	**	31	17	46	53	**	19	**
	25%	33%	24%	30%	24%	25%	**	28%	21%	23%	24%	**	26%	**
		b		b										
Three times	89	11	78	21	67	89	**	10	6	29	32	**	14	**
	15%	15%	15%	15%	15%	15%	**	9%	7%	14%	14%	**	19%	**
						cd								
Four times or more	62	5	57	11	51	62	**	26	25	34	16	**	7	**
	10%	6%	11%	8%	11%	10%	**	23%	30%	17%	7%	**	10%	**
								a	a	bd				
Not sure	53	8	46	14	39	53	**	7	6	19	18	**	9	**
	9%	10%	9%	10%	9%	9%	**	6%	7%	9%	8%	**	13%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your landline service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	1241	215	296	217	133	105	96	50	420	475	945	292	83	231	477	529
Effective Weighted Sample	965	172	267	189	113	97	51	27	315	400	737	227	50	150	396	421
Total	592	93	166	110	56	40	41	23	203	240	466	125	39	109	236	246
Once	238	33	75	53	24	14	**	**	74	95	177	61	**	42	85	111
	40%	36%	45%	48%	42%	35%	**	**	36%	39%	38%	49%	**	38%	36%	45%
			a	ae								bcd				b
Twice	149	27	44	19	12	7	**	**	67	51	127	22	**	37	68	44
	25%	29%	26%	18%	21%	17%	**	**	33%	21%	27%	18%	**	34%	29%	18%
		ce	c						cde		ce			c	c	
Three times	89	13	22	21	7	8	**	**	27	38	70	19	**	16	33	39
	15%	14%	13%	19%	13%	21%	**	**	13%	16%	15%	15%	**	15%	14%	16%
Four times or more	62	6	15	7	7	7	**	**	17	36	53	8	**	4	31	27
	10%	6%	9%	6%	12%	17%	**	**	8%	15%	11%	7%	**	3%	13%	11%
						abc				be	e				a	a
Not sure	53	14	11	10	6	4	**	**	18	20	39	15	**	10	19	25
	9%	15%	6%	10%	11%	10%	**	**	9%	8%	8%	12%	**	9%	8%	10%
		b														

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your landline service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1241	666	566	409	327	234	261	1008	132	72	29	159	538	362	346	729
Effective Weighted Sample	965	518	440	345	241	180	197	776	109	54	27	109	415	293	252	583
Total	592	320	269	195	166	114	112	479	64	35	14	79	255	179	158	357
Once	238	127	110	72	64	49	52	195	25	**	**	33	107	67	55	154
	40%	40%	41%	37%	38%	43%	47%	41%	39%	**	**	42%	42%	37%	35%	43%
							ab									a
Twice	149	81	68	52	39	32	24	119	16	**	**	23	64	46	50	83
	25%	25%	25%	27%	24%	28%	21%	25%	24%	**	**	29%	25%	26%	31%	23%
															b	
Three times	89	46	43	33	27	14	14	74	11	**	**	7	42	27	26	50
	15%	14%	16%	17%	16%	12%	12%	15%	17%	**	**	9%	16%	15%	16%	14%
													a			
Four times or more	62	38	22	19	22	11	9	50	6	**	**	8	22	21	13	41
	10%	12%	8%	10%	14%	10%	8%	10%	9%	**	**	10%	9%	12%	8%	11%
		b			d											
Not sure	53	28	25	18	14	8	13	42	7	**	**	7	19	18	15	30
	9%	9%	9%	9%	8%	7%	12%	9%	10%	**	**	9%	8%	10%	10%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Prepay/ pay as you go – buying top-ups when needed	294	277	17	282	11	167	126	57	66	50	2	22	154
	22%	24%	9%	23%	10%	20%	25%	26%	21%	15%	4%	13%	32%
		b		b			a	a	bcd	c		c	abcd
Monthly contract / SIM only – paying monthly	1053	882	171	956	97	666	387	162	248	283	56	143	334
	78%	76%	91%	77%	90%	80%	75%	74%	79%	85%	96%	87%	68%
			a		a	bc			e	ae	abde	ae	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Prepay/ pay as you go – buying top-ups when needed	294	60	47	33	24	28	7	54	10	5	51	119	66	236	55	27
	22%	20%	21%	17%	17%	26%	8%	59%	21%	9%	32%	23%	14%	21%	26%	42%
		fi	fi	fi	fi	cdfi		abcdefhi	fi		bcde	c		c	cd	abcde
Monthly contract / SIM only – paying monthly	1053	235	176	161	117	79	77	38	38	49	107	393	391	891	160	38
	78%	80%	79%	83%	83%	74%	92%	41%	79%	91%	68%	77%	86%	79%	74%	58%
		g	g	eg	eg	g	abcdegh		g	abcdegh	f	af	abdef	aef	af	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Prepay/ pay as you go – buying top-ups when needed	294	124	74	93	155	136	60	72	59	100	241	32	11	**
	22%	30%	15%	21%	22%	21%	16%	19%	22%	34%	21%	27%	16%	**
		bc		b					a	abc		ac		
Monthly contract / SIM only – paying monthly	1053	287	416	348	536	511	317	306	216	198	886	85	57	**
	78%	70%	85%	79%	78%	79%	84%	81%	78%	66%	79%	73%	84%	**
			ac	a			cd	d	d		b		b	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Prepay/ pay as you go – buying top-ups when needed	294	72	121	40	110	127
	22%	30%	23%	12%	27%	17%
		bc	c		b	
Monthly contract / SIM only – paying monthly	1053	168	398	309	297	601
	78%	70%	77%	88%	73%	83%
			a	ab		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Less than a year	322 24%	279 24%	43 23%	301 24%	22 20%	209 25%	114 22%	95 43% ab	69 22%	80 24%	14 24%	37 22%	126 26%
Between one year and 18 months	295 22%	255 22%	40 21%	270 22%	25 23%	201 24% b	95 18%	50 23% b	60 19%	71 21%	12 20%	36 22%	119 24% a
Over 18 months up to 2 years	239 18%	197 17%	42 22% a	217 18%	22 20%	164 20% bc	75 15%	32 15%	45 14%	59 18%	13 22% a	34 21% a	90 18% a
Over 2 years up to 5 years	312 23%	266 23%	46 25%	284 23%	28 26%	194 23% c	118 23% c	30 14%	92 29% be	73 22%	14 24%	40 24% e	95 19%
Over 5 years up to 10 years	94 7%	85 7%	9 5%	86 7%	8 7%	42 5% c	52 10% ac	6 3%	24 8%	25 7%	2 3%	10 6%	33 7%
Over 10 years	70 5%	66 6% b	4 2%	69 6% b	1 1%	18 2%	52 10% ac	3 1%	22 7% de	24 7% de	2 4%	5 3%	17 3%
Don't know	13 1%	10 1%	3 2%	11 1%	2 2%	6 1%	7 1%	3 1%	1 *%	2 1%	1 2% a	2 1%	7 1% a
SUMMARY													
TOTAL UP TO 2 YEARS	857 64%	732 63%	125 67%	788 64%	69 64%	573 69% b	284 55%	178 81% ab	174 55%	209 63% a	38 66% a	107 65% a	335 69% ab
OVER 2, UP TO 5 YEARS	312 23%	266 23%	46 25%	284 23%	28 26%	194 23% c	118 23% c	30 14%	92 29% be	73 22%	14 24%	40 24% e	95 19%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
OVER 5 YEARS	165	151	13	155	9	61	104	8	46	48	4	15	50
	12%	13%	7%	13%	9%	7%	20%	4%	15%	15%	7%	9%	10%
		b		b		c	ac		cde	cde			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Less than a year	322	72	48	47	40	20	14	27	12	19	45	136	105	285	35	7
	24%	24%	21%	24%	28%	19%	16%	30%	24%	35%	29%	26%	23%	25%	16%	11%
		f		f	bef			bef		abcef	cef	ef	ef	ef		
Between one year and 18 months	295	63	51	46	29	20	23	20	9	13	47	115	98	261	35	10
	22%	21%	23%	24%	21%	19%	27%	22%	19%	25%	30%	22%	21%	23%	16%	15%
											bcdef	ef	e	ef		
Over 18 months up to 2 years	239	49	36	33	25	22	16	12	9	9	35	101	67	203	36	14
	18%	17%	16%	17%	18%	20%	19%	13%	20%	17%	22%	20%	15%	18%	17%	22%
											ce	c		c		c
Over 2 years up to 5 years	312	67	53	38	29	29	23	24	15	9	23	102	118	243	68	19
	23%	23%	24%	20%	21%	27%	27%	26%	31%	16%	15%	20%	26%	22%	32%	29%
						ci	ci	i	cdi			a	abd	a	abcd	abd
Over 5 years up to 10 years	94	24	12	11	11	15	4	6	1	1	3	36	35	74	19	10
	7%	8%	5%	6%	8%	14%	5%	6%	3%	2%	2%	7%	8%	7%	9%	15%
		i			i	abcdfghi						a	a	a	a	abcd
Over 10 years	70	20	21	14	5	2	3	2	1	-	*	20	30	50	20	5
	5%	7%	9%	7%	4%	1%	4%	2%	3%	-%	*%	4%	7%	4%	9%	8%
		degi	defghi	degi	i		i					a	abd	a	abcd	abd
Don't know	13	*	2	4	1	*	2	-	1	2	3	3	5	11	2	1
	1%	*%	1%	2%	1%	*%	2%	-%	1%	4%	2%	1%	1%	1%	1%	1%
			a	a	a		ag		a	abdeg	b					
SUMMARY																
TOTAL UP TO 2 YEARS	857	184	135	126	95	62	52	59	30	41	127	352	270	749	105	31
	64%	62%	61%	65%	67%	58%	62%	65%	62%	77%	81%	69%	59%	66%	49%	47%
					e					abcdefgh	bcdef	cef	ef	cef		
OVER 2, UP TO 5 YEARS	312	67	53	38	29	29	23	24	15	9	23	102	118	243	68	19
	23%	23%	24%	20%	21%	27%	27%	26%	31%	16%	15%	20%	26%	22%	32%	29%
						ci	ci	i	cdi			a	abd	a	abcd	abd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
OVER 5 YEARS	165	44	33	26	16	16	7	8	3	1	4	56	64	124	40	15
	12%	15%	15%	13%	12%	15%	9%	9%	5%	2%	2%	11%	14%	11%	18%	23%
		fghi	fghi	hi	i	fhi	i	i				a	abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Less than a year	322	105	128	87	160	161	85	94	69	68	264	33	16	**
	24%	26%	26%	20%	23%	25%	23%	25%	25%	23%	23%	28%	23%	**
		c	c											
Between one year and 18 months	295	113	99	83	140	151	75	92	65	62	249	22	17	**
	22%	28%	20%	19%	20%	23%	20%	24%	23%	21%	22%	19%	25%	**
		bc				a		a						
Over 18 months up to 2 years	239	86	85	68	131	107	75	64	49	49	193	22	17	**
	18%	21%	17%	15%	19%	17%	20%	17%	18%	16%	17%	19%	24%	**
		c											a	
Over 2 years up to 5 years	312	74	112	124	166	144	92	82	61	70	265	25	16	**
	23%	18%	23%	28%	24%	22%	24%	22%	22%	24%	24%	21%	24%	**
			a	ab										
Over 5 years up to 10 years	94	20	34	39	47	47	26	26	14	27	81	10	2	**
	7%	5%	7%	9%	7%	7%	7%	7%	5%	9%	7%	8%	3%	**
			a	a						c	c	c		
Over 10 years	70	7	29	34	39	31	20	17	14	18	64	3	1	**
	5%	2%	6%	8%	6%	5%	5%	5%	5%	6%	6%	2%	2%	**
			a	a							bc			
Don't know	13	5	2	6	7	6	4	3	3	3	11	2	-	**
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**
		b		b										
SUMMARY														
TOTAL UP TO 2 YEARS	857	304	313	238	431	419	235	249	182	179	706	78	49	**
	64%	74%	64%	54%	62%	65%	63%	66%	66%	60%	63%	67%	72%	**
		bc	c					d	d				a	
OVER 2, UP TO 5 YEARS	312	74	112	124	166	144	92	82	61	70	265	25	16	**
	23%	18%	23%	28%	24%	22%	24%	22%	22%	24%	24%	21%	24%	**
			a	ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
OVER 5 YEARS	165	28	63	73	86	78	46	43	29	45	145	13	3	**
	12%	7%	13%	17%	12%	12%	12%	11%	10%	15%	13%	11%	4%	**
			a	ab						bc	c	c		

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Less than a year	322	59	116	96	102	177
	24%	25%	22%	27%	25%	24%
				b		
Between one year and 18 months	295	54	120	77	90	161
	22%	23%	23%	22%	22%	22%
Over 18 months up to 2 years	239	44	88	56	80	113
	18%	18%	17%	16%	20%	16%
					b	
Over 2 years up to 5 years	312	47	125	85	84	183
	23%	20%	24%	24%	21%	25%
				a		a
Over 5 years up to 10 years	94	21	43	15	28	48
	7%	9%	8%	4%	7%	7%
		c	c			
Over 10 years	70	13	23	20	19	42
	5%	5%	4%	6%	5%	6%
Don't know	13	2	6	*	3	3
	1%	1%	1%	*%	1%	*%
		c	c			
SUMMARY						
TOTAL UP TO 2 YEARS	857	157	324	229	272	452
	64%	66%	62%	65%	67%	62%
					b	
OVER 2, UP TO 5 YEARS	312	47	125	85	84	183
	23%	20%	24%	24%	21%	25%
				a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
OVER 5 YEARS	165	33	65	35	47	90
	12%	14%	13%	10%	12%	12%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2275	1815	460	2024	251	1448	827	352	641	454	136	413	653
Effective Weighted Sample	1825	1445	423	1610	236	1169	657	279	608	438	131	368	447
Total	1053	882	171	956	97	666	387	162	248	283	56	143	334
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	703	585	117	637	66	451	252	130	165	192	36	100	219
	67%	66%	69%	67%	68%	68%	65%	81%	67%	68%	65%	70%	66%
								ab					
No, I am out of my minimum contract period	277	234	42	253	24	173	104	22	68	74	16	33	87
	26%	27%	25%	26%	24%	26%	27%	13%	27%	26%	29%	23%	26%
						c	c						
Don't know	73	63	11	66	7	42	31	10	15	18	4	10	27
	7%	7%	6%	7%	8%	6%	8%	6%	6%	6%	7%	7%	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	~f
Unweighted total	2275	514	380	338	241	168	180	78	91	114	258	858	776	1892	378	89
Effective Weighted Sample	1825	419	323	262	184	137	149	66	77	92	182	693	643	1516	309	66
Total	1053	235	176	161	117	79	77	38	38	49	107	393	391	891	160	38
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	703	165	113	114	77	52	48	**	**	36	71	291	242	603	98	**
	67%	70%	64%	71%	66%	66%	62%	**	**	75%	66%	74%	62%	68%	62%	**
		f		f						bf		acde		ce		
No, I am out of my minimum contract period	277	56	51	37	33	22	20	**	**	8	22	86	118	226	50	**
	26%	24%	29%	23%	28%	28%	26%	**	**	16%	21%	22%	30%	25%	31%	**
			i		i	i							abd	b	abd	
Don't know	73	14	11	10	7	5	9	**	**	4	14	17	31	61	11	**
	7%	6%	6%	6%	6%	6%	12%	**	**	9%	13%	4%	8%	7%	7%	**
							abcd				bcde		b	b		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2275	671	838	761	1131	1126	661	670	462	453	1913	184	125	53
Effective Weighted Sample	1825	512	688	623	901	912	567	537	356	349	1529	142	107	48
Total	1053	287	416	348	536	511	317	306	216	198	886	85	57	25
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	703	201	282	218	345	355	205	207	143	139	580	60	41	**
	67%	70%	68%	63%	64%	69%	65%	68%	66%	70%	65%	71%	72%	**
		c	c			a								
No, I am out of my minimum contract period	277	62	111	104	156	118	93	77	59	41	242	20	11	**
	26%	22%	27%	30%	29%	23%	29%	25%	28%	21%	27%	24%	19%	**
			a	a	b		d		d		c			
Don't know	73	24	23	26	35	38	18	22	13	17	64	4	5	**
	7%	8%	5%	8%	7%	7%	6%	7%	6%	9%	7%	5%	9%	**
		b												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2275	352	870	664	657	1284
Effective Weighted Sample	1825	277	694	574	498	1075
Total	1053	168	398	309	297	601
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	703	124	272	205	205	405
	67%	74%	68%	66%	69%	67%
		c				
No, I am out of my minimum contract period	277	33	106	90	70	168
	26%	20%	26%	29%	24%	28%
			a	a		a
Don't know	73	11	21	14	21	29
	7%	7%	5%	4%	7%	5%
					b	

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2275	1815	460	2024	251	1448	827	352	641	454	136	413	653
Effective Weighted Sample	1825	1445	423	1610	236	1169	657	279	608	438	131	368	447
Total	1053	882	171	956	97	666	387	162	248	283	56	143	334
A monthly contract including a new handset - up to a 12 month contract	60 6%	53 6%	7 4%	55 6%	6 6%	32 5%	28 7% a	18 11% ab	6 2%	12 4%	4 7% a	5 4%	34 10% abd
A monthly contract including a new handset - a 13-24 month contract	379 36%	332 38% b	47 28%	355 37% b	24 24%	230 34%	149 39% ac	52 32%	86 35% c	128 45% acde	14 26%	44 31%	110 33%
A monthly contract including a new handset - a 25+ month contract	87 8%	70 8%	17 10%	77 8%	10 10%	60 9%	27 7%	19 12% b	18 7%	17 6%	8 15% abd	11 8%	34 10% b
A monthly contract including a new handset - not sure of length of contract	24 2%	20 2%	4 2%	22 2%	2 2%	14 2%	10 3%	3 2%	3 1%	6 2%	1 2%	3 2%	11 3% a
SIM only – no handset included in the deal - on a 30-day rolling contract	181 17%	149 17%	33 19%	163 17%	19 19%	134 20% b	48 12%	26 16%	48 19%	44 15%	11 20%	25 17%	55 16%
SIM only – no handset included in the deal - on a 12-month contract	140 13%	113 13%	27 16%	123 13%	16 17%	96 14% b	44 11%	29 18% b	42 17% be	36 13%	6 10%	25 17% e	32 10%
SIM only – no handset included in the deal - on a 24-month contract	63 6%	53 6%	10 6%	57 6%	6 6%	37 6%	26 7%	6 4%	17 7% e	18 6%	3 5%	10 7%	15 4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2275	1815	460	2024	251	1448	827	352	641	454	136	413	653
Effective Weighted Sample	1825	1445	423	1610	236	1169	657	279	608	438	131	368	447
Total	1053	882	171	956	97	666	387	162	248	283	56	143	334
SIM only – no handset included in the deal - not sure of length of contract	80	60	19	69	11	46	34	5	23	15	7	15	21
	8%	7%	11%	7%	12%	7%	9%	3%	9%	5%	13%	10%	6%
			a		a	c	c		be		be	be	
NET: MONTHLY CONTRACT	550	474	75	509	41	336	214	91	113	163	27	63	189
	52%	54%	44%	53%	43%	50%	55%	57%	45%	58%	49%	44%	57%
		b		b			a	a		ad			ad
NET: SIM ONLY	463	374	89	412	52	312	151	66	131	113	27	74	123
	44%	42%	52%	43%	53%	47%	39%	41%	53%	40%	48%	52%	37%
			a		a	bc			be		e	be	
Don't know	40	34	7	36	4	18	22	4	4	7	2	5	22
	4%	4%	4%	4%	4%	3%	6%	2%	2%	2%	3%	4%	7%
							ac					a	abd

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	~f
Unweighted total	2275	514	380	338	241	168	180	78	91	114	258	858	776	1892	378	89
Effective Weighted Sample	1825	419	323	262	184	137	149	66	77	92	182	693	643	1516	309	66
Total	1053	235	176	161	117	79	77	38	38	49	107	393	391	891	160	38
A monthly contract including a new handset - up to a 12 month contract	60	17	4	9	8	5	5	**	**	2	19	23	13	55	5	**
	6%	7%	2%	6%	7%	7%	7%	**	**	4%	18%	6%	3%	6%	3%	**
		b		b	b	b	b				bcde	ce		ce		
A monthly contract including a new handset - a 13-24 month contract	379	116	64	76	42	31	16	**	**	15	34	171	136	342	37	**
	36%	49%	37%	47%	36%	38%	21%	**	**	31%	32%	44%	35%	38%	23%	**
		bdefi	f	bdfi	f	f				f	e	acde	e	e		
A monthly contract including a new handset - a 25+ month contract	87	8	26	6	3	14	11	**	**	13	11	43	25	79	7	**
	8%	3%	15%	4%	3%	18%	15%	**	**	27%	11%	11%	6%	9%	4%	**
			acd			acd	acd			abcdf	ce	ce		ce		
A monthly contract including a new handset - not sure of length of contract	24	5	5	2	3	2	2	**	**	*	3	9	4	17	7	**
	2%	2%	3%	2%	2%	3%	2%	**	**	1%	3%	2%	1%	2%	5%	**
															bcd	
SIM only – no handset included in the deal - on a 30-day rolling contract	181	25	23	14	18	8	19	**	**	5	12	56	79	148	33	**
	17%	11%	13%	9%	16%	10%	24%	**	**	10%	12%	14%	20%	17%	21%	**
					ac		abcdei						abd	a	ab	
SIM only – no handset included in the deal - on a 12-month contract	140	27	22	25	20	9	11	**	**	7	8	46	59	113	26	**
	13%	11%	13%	16%	17%	11%	14%	**	**	15%	8%	12%	15%	13%	16%	**
					a								ab	a	abd	
SIM only – no handset included in the deal - on a 24-month contract	63	12	11	15	15	1	1	**	**	2	3	19	24	46	17	**
	6%	5%	6%	9%	13%	2%	1%	**	**	4%	3%	5%	6%	5%	11%	**
		f	ef	aef	abefi								a		abcd	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	~f
Unweighted total	2275	514	380	338	241	168	180	78	91	114	258	858	776	1892	378	89
Effective Weighted Sample	1825	419	323	262	184	137	149	66	77	92	182	693	643	1516	309	66
Total	1053	235	176	161	117	79	77	38	38	49	107	393	391	891	160	38
SIM only – no handset included in the deal - not sure of length of contract	80	17	13	8	4	6	9	**	**	4	7	15	36	59	21	**
	8%	7%	7%	5%	3%	7%	12%	**	**	8%	7%	4%	9%	7%	13%	**
		d	d				cd			d	b		bd	b	abcd	
NET: MONTHLY CONTRACT	550	146	100	93	57	53	34	**	**	30	68	247	178	493	56	**
	52%	62%	57%	58%	48%	66%	44%	**	**	62%	63%	63%	46%	55%	35%	**
		df	df	df		bdf				df	cde	cde	e	ce		
NET: SIM ONLY	463	81	69	63	57	24	40	**	**	18	31	136	199	366	97	**
	44%	35%	39%	39%	48%	30%	51%	**	**	37%	29%	35%	51%	41%	61%	**
			e		abcei		abcei						abd	ab	abcd	
Don't know	40	8	7	5	4	3	3	**	**	1	8	10	14	32	7	**
	4%	3%	4%	3%	3%	4%	4%	**	**	1%	8%	3%	3%	4%	4%	**
											bcde					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2275	671	838	761	1131	1126	661	670	462	453	1913	184	125	53
Effective Weighted Sample	1825	512	688	623	901	912	567	537	356	349	1529	142	107	48
Total	1053	287	416	348	536	511	317	306	216	198	886	85	57	25
A monthly contract including a new handset - up to a 12 month contract	60	31	19	10	35	25	18	16	11	15	55	2	3	**
	6%	11%	5%	3%	7%	5%	6%	5%	5%	8%	6%	2%	5%	**
		bc									b			
A monthly contract including a new handset - a 13-24 month contract	379	120	156	103	171	206	105	119	84	68	309	33	24	**
	36%	42%	37%	30%	32%	40%	33%	39%	39%	34%	35%	40%	42%	**
		c	c			a		a	a					
A monthly contract including a new handset - a 25+ month contract	87	26	44	16	34	52	15	27	24	20	78	4	2	**
	8%	9%	11%	5%	6%	10%	5%	9%	11%	10%	9%	4%	4%	**
		c	c			a		a	a	a	b			
A monthly contract including a new handset - not sure of length of contract	24	6	8	9	14	10	8	4	4	7	22	1	1	**
	2%	2%	2%	3%	3%	2%	3%	1%	2%	4%	2%	1%	2%	**
										b				
SIM only – no handset included in the deal - on a 30-day rolling contract	181	35	71	75	105	74	57	48	41	30	157	13	9	**
	17%	12%	17%	22%	20%	14%	18%	16%	19%	15%	18%	15%	16%	**
			a	ab	b									
SIM only – no handset included in the deal - on a 12-month contract	140	27	58	55	81	58	54	40	20	22	111	16	9	**
	13%	9%	14%	16%	15%	11%	17%	13%	9%	11%	13%	18%	16%	**
			a	a	b		cd					a		
SIM only – no handset included in the deal - on a 24-month contract	63	13	20	30	37	26	22	16	14	10	51	7	5	**
	6%	5%	5%	9%	7%	5%	7%	5%	6%	5%	6%	8%	8%	**
				ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2275	671	838	761	1131	1126	661	670	462	453	1913	184	125	53
Effective Weighted Sample	1825	512	688	623	901	912	567	537	356	349	1529	142	107	48
Total	1053	287	416	348	536	511	317	306	216	198	886	85	57	25
SIM only – no handset included in the deal - not sure of length of contract	80	15	27	37	41	37	26	28	10	15	67	8	3	**
	8%	5%	7%	11%	8%	7%	8%	9%	5%	8%	8%	9%	5%	**
				ab			c	c						
NET: MONTHLY CONTRACT	550	183	227	139	255	293	146	166	124	110	463	40	31	**
	52%	64%	55%	40%	48%	57%	46%	54%	57%	56%	52%	48%	54%	**
		bc	c			a		a	a	a				
NET: SIM ONLY	463	89	176	197	265	194	159	132	85	78	386	42	26	**
	44%	31%	42%	57%	49%	38%	50%	43%	40%	39%	44%	50%	45%	**
			a	ab	b		bcd							
Don't know	40	14	13	12	16	24	12	8	7	10	37	2	1	**
	4%	5%	3%	3%	3%	5%	4%	3%	3%	5%	4%	2%	1%	**
						a				b				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2275	352	870	664	657	1284
Effective Weighted Sample	1825	277	694	574	498	1075
Total	1053	168	398	309	297	601
A monthly contract including a new handset - up to a 12 month contract	60 6%	16 10% bc	25 6% c	11 4%	22 7% b	30 5%
A monthly contract including a new handset - a 13-24 month contract	379 36%	64 38%	147 37%	118 38%	111 37%	218 36%
A monthly contract including a new handset - a 25+ month contract	87 8%	20 12% c	37 9% c	16 5%	31 10% b	42 7%
A monthly contract including a new handset - not sure of length of contract	24 2%	5 3% c	10 3% c	3 1%	8 3%	13 2%
SIM only – no handset included in the deal - on a 30-day rolling contract	181 17%	24 14%	63 16%	65 21% ab	44 15%	112 19% a
SIM only – no handset included in the deal - on a 12-month contract	140 13%	20 12%	55 14%	46 15%	33 11%	90 15% a
SIM only – no handset included in the deal - on a 24-month contract	63 6%	5 3%	24 6% a	24 8% a	17 6%	36 6%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2275	352	870	664	657	1284
Effective Weighted Sample	1825	277	694	574	498	1075
Total	1053	168	398	309	297	601
SIM only – no handset included in the deal - not sure of length of contract	80	8	25	24	18	47
	8%	5%	6%	8%	6%	8%
NET: MONTHLY CONTRACT	550	105	219	148	171	303
	52%	62%	55%	48%	58%	50%
		bc	c		b	
NET: SIM ONLY	463	57	168	158	112	286
	44%	34%	42%	51%	38%	48%
			a	ab		a
Don't know	40	6	12	3	14	12
	4%	4%	3%	1%	5%	2%
		c	c		b	

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	146	121	25	133	13	90	56	23	36	34	10	22	45
Effective Weighted Sample	115	94	24	103	13	74	42	17	34	33	10	19	32
Total	74	64	10	68	6	43	31	12	13	22	5	7	27
I am paying a similar monthly tariff compared to when I signed up	37	31	**	33	**	**	**	**	**	**	**	**	**
	51%	49%	**	48%	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	22	20	**	21	**	**	**	**	**	**	**	**	**
	30%	31%	**	31%	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	10	9	**	10	**	**	**	**	**	**	**	**	**
	14%	14%	**	14%	**	**	**	**	**	**	**	**	**
Don't know	4	4	**	4	**	**	**	**	**	**	**	**	**
	6%	6%	**	6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	d	~e	~f
Unweighted total	146	33	25	25	23	17	11	-	3	5	19	67	39	125	20	2
Effective Weighted Sample	115	29	20	21	19	10	10	-	3	5	14	55	30	98	18	2
Total	74	17	13	13	12	10	5	-	1	2	8	33	24	65	8	1
I am paying a similar monthly tariff compared to when I signed up	37	**	**	**	**	**	**	**	**	**	**	**	**	31	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	47%	**	**
I am now on a cheaper monthly tariff compared to when I signed up	22	**	**	**	**	**	**	**	**	**	**	**	**	22	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	34%	**	**
I am now on a more expensive monthly tariff compared to when I signed up	10	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	14%	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	146	55	59	31	75	70	39	41	41	25	128	9	7	2
Effective Weighted Sample	115	42	48	26	57	58	28	34	33	21	100	8	6	2
Total	74	24	35	14	40	33	21	20	20	13	66	4	2	1
I am paying a similar monthly tariff compared to when I signed up	37	**	**	**	**	**	**	**	**	**	33	**	**	**
	51%	**	**	**	**	**	**	**	**	**	50%	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	22	**	**	**	**	**	**	**	**	**	20	**	**	**
	30%	**	**	**	**	**	**	**	**	**	31%	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	10	**	**	**	**	**	**	**	**	**	9	**	**	**
	14%	**	**	**	**	**	**	**	**	**	14%	**	**	**
Don't know	4	**	**	**	**	**	**	**	**	**	4	**	**	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	146	20	69	35	38	85
Effective Weighted Sample	115	17	52	29	25	75
Total	74	10	35	19	20	43
I am paying a similar monthly tariff compared to when I signed up	37	**	**	**	**	**
	51%	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	22	**	**	**	**	**
	30%	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	10	**	**	**	**	**
	14%	**	**	**	**	**
Don't know	4	**	**	**	**	**
	6%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Yes	1242	1065	177	1139	103	789	453	206	288	318	55	155	436
	92%	92%	94%	92%	95%	95%	88%	94%	92%	95%	95%	94%	90%
					a	b		b		ae		e	
No	94	84	10	90	5	40	54	13	23	14	3	9	45
	7%	7%	5%	7%	4%	5%	11%	6%	7%	4%	5%	5%	9%
							ac		b				bd
Don't know	11	10	1	10	*	4	6	*	3	2	-	1	6
	1%	1%	*%	1%	*%	*%	1%	*%	1%	*%	-%	*%	1%
							ac						

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Yes	1242	272	202	181	135	97	79	85	43	51	148	491	431	1070	168	39
	92%	92%	91%	93%	95%	90%	94%	92%	89%	96%	94%	96%	94%	95%	78%	60%
					beh					e	ef	ef	ef	ef	f	
No	94	23	19	12	6	9	4	4	5	2	8	17	24	50	45	25
	7%	8%	8%	6%	4%	9%	5%	5%	10%	4%	5%	3%	5%	4%	21%	39%
		d	d			d			d				b		abcd	abcde
Don't know	11	1	2	1	1	2	1	3	*	-	1	4	2	7	2	1
	1%	*%	1%	1%	1%	2%	1%	3%	*%	-%	1%	1%	*%	1%	1%	1%
						a	a	abcdi								

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Yes	1242	389	470	379	637	596	351	355	261	258	1045	103	62	**
	92%	95%	96%	86%	92%	92%	93%	94%	95%	87%	93%	89%	91%	**
		c	c				d	d	d		b			
No	94	18	17	59	49	45	22	21	14	35	72	13	6	**
	7%	4%	4%	13%	7%	7%	6%	5%	5%	12%	6%	11%	9%	**
				ab						abc		a		
Don’t know	11	4	3	3	4	6	3	2	1	4	10	1	*	**
	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	**
										bc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Yes	1242	220	476	334	371	683
	92%	91%	92%	96%	91%	94%
				ab		a
No	94	19	40	15	33	43
	7%	8%	8%	4%	8%	6%
		c	c		b	
Don't know	11	2	3	*	3	2
	1%	1%	1%	*%	1%	*%
		c	c			

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	1151	951	200	1045	106	704	447	190	288	261	66	188	362
Effective Weighted Sample	922	759	181	833	99	562	360	150	271	251	63	161	254
Total	550	474	75	509	41	336	214	91	113	163	27	63	189
Yes – with my current provider	398	339	59	364	34	245	153	65	87	115	**	45	133
	72%	71%	79%	72%	83%	73%	72%	71%	77%	70%	**	70%	70%
			a		a				e				
Yes – with an alternative provider	129	110	19	122	7	95	34	27	38	41	**	17	29
	24%	23%	26%	24%	18%	28%	16%	29%	34%	25%	**	26%	15%
						b		b	be	e		e	
No, not aware that I could do this	117	106	12	112	6	64	53	16	20	41	**	12	42
	21%	22%	16%	22%	14%	19%	25%	18%	17%	25%	**	20%	22%
		b					a			a			
TOTAL AWARE OF SIM-ONLY	432	369	64	397	35	271	161	75	93	123	**	51	147
	79%	78%	84%	78%	86%	81%	75%	82%	83%	75%	**	80%	78%
			a			b			b				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	a	b	c	d	e	~f
Unweighted total	1151	313	217	183	114	111	77	10	26	65	153	527	339	1019	130	26
Effective Weighted Sample	922	251	183	142	91	87	66	8	20	51	111	429	282	821	100	22
Total	550	146	100	93	57	53	34	5	13	30	68	247	178	493	56	11
Yes – with my current provider	398	109	73	61	43	37	**	**	**	**	54	189	122	365	33	**
	72%	74%	73%	65%	77%	71%	**	**	**	**	79%	77%	68%	74%	59%	**
		c			c						ce	ce	e	ce		
Yes – with an alternative provider	129	32	23	19	18	10	**	**	**	**	12	56	49	117	13	**
	24%	22%	23%	20%	33%	19%	**	**	**	**	17%	23%	27%	24%	22%	**
					ace								a			
No, not aware that I could do this	117	30	22	27	10	13	**	**	**	**	9	45	42	96	21	**
	21%	21%	22%	29%	17%	26%	**	**	**	**	13%	18%	24%	20%	37%	**
				ad									a		abcd	
TOTAL AWARE OF SIM-ONLY	432	116	78	66	47	39	**	**	**	**	59	202	136	397	35	**
	79%	79%	78%	71%	83%	74%	**	**	**	**	87%	82%	76%	80%	63%	**
		c			c						ce	e	e	e		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted total	1151	410	447	292	519	627	291	348	258	245	968	86	64	33
Effective Weighted Sample	922	319	368	234	420	499	241	279	210	185	770	69	54	29
Total	550	183	227	139	255	293	146	166	124	110	463	40	31	16
Yes – with my current provider	398	146	166	86	192	205	111	122	85	76	340	**	**	**
	72%	79%	73%	62%	75%	70%	76%	74%	69%	69%	73%	**	**	**
		bc	c		b		c							
Yes – with an alternative provider	129	38	57	35	70	60	37	45	27	20	109	**	**	**
	24%	21%	25%	25%	27%	20%	25%	27%	22%	19%	24%	**	**	**
					b			d						
No, not aware that I could do this	117	25	50	42	48	70	26	34	29	28	92	**	**	**
	21%	14%	22%	30%	19%	24%	18%	20%	23%	26%	20%	**	**	**
			a	ab		a				a				
TOTAL AWARE OF SIM-ONLY	432	158	177	97	207	223	120	132	95	82	371	**	**	**
	79%	86%	78%	70%	81%	76%	82%	80%	77%	74%	80%	**	**	**
		bc	c		b		d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1151	211	467	307	372	618
Effective Weighted Sample	922	168	374	262	281	517
Total	550	105	219	148	171	303
Yes – with my current provider	398	76	158	114	117	223
	72%	72%	72%	77%	68%	73%
Yes – with an alternative provider	129	25	45	48	37	80
	24%	23%	21%	33%	21%	26%
				ab		
No, not aware that I could do this	117	21	48	25	43	65
	21%	20%	22%	17%	25%	21%
TOTAL AWARE OF SIM-ONLY	432	84	171	123	129	239
	79%	80%	78%	83%	75%	79%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Very satisfied	632	548	84	586	46	366	266	93	152	171	26	72	217
	47%	47%	45%	47%	43%	44%	52%	42%	49%	51%	45%	44%	44%
							ac			de			
Fairly satisfied	527	454	73	482	46	349	178	83	123	128	24	63	192
	39%	39%	39%	39%	42%	42%	35%	38%	39%	39%	41%	38%	39%
						b							
Neither satisfied nor dissatisfied	128	111	18	120	8	82	47	28	28	25	4	19	53
	10%	10%	9%	10%	8%	10%	9%	13%	9%	8%	7%	11%	11%
								b				b	b
Fairly dissatisfied	34	25	9	29	5	24	10	10	6	5	3	7	13
	3%	2%	5%	2%	5%	3%	2%	4%	2%	2%	6%	5%	3%
			a		a			b			abe	ab	
Very dissatisfied	15	12	3	12	2	8	6	4	2	3	*	3	6
	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%
					a								
Don't know	10	10	1	10	-	4	6	1	2	1	-	1	7
	1%	1%	*%	1%	-%	1%	1%	1%	1%	*%	-%	*%	2%
													abd
TOTAL SATISFIED	1159	1002	157	1068	92	715	444	176	275	299	50	135	408
	86%	86%	84%	86%	85%	86%	87%	80%	88%	90%	86%	82%	84%
						c	c		de	de			
TOTAL DISSATISFIED	49	37	12	41	8	33	16	14	9	8	4	10	19
	4%	3%	7%	3%	7%	4%	3%	6%	3%	2%	7%	6%	4%
			a		a			ab			ab	abe	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Very satisfied	632	133	106	80	52	69	33	56	17	33	70	222	223	515	117	33
	47%	45%	48%	41%	37%	64%	39%	61%	35%	61%	45%	43%	49%	46%	54%	52%
		d	dfh			abcdfh		abcdfh		abcdfh			b		abd	
Fairly satisfied	527	126	86	78	66	30	38	29	21	15	69	217	170	456	69	22
	39%	43%	39%	40%	46%	28%	45%	32%	43%	28%	44%	42%	37%	40%	32%	34%
		egi	ei	egi	begi		egi		ei		cef	ce		e		
Neither satisfied nor dissatisfied	128	27	21	26	13	5	8	5	9	2	11	51	47	108	20	7
	10%	9%	9%	13%	9%	4%	10%	5%	18%	4%	7%	10%	10%	10%	9%	10%
		e	e	aegi	e		e		abdefgi							
Fairly dissatisfied	34	9	5	3	6	2	4	*	1	2	4	15	10	29	5	1
	3%	3%	2%	2%	4%	2%	5%	*%	2%	4%	2%	3%	2%	3%	2%	2%
					g		cg			g						
Very dissatisfied	15	1	3	5	4	-	*	-	1	-	2	6	5	13	2	-
	1%	*%	1%	2%	3%	-%	*%	-%	1%	-%	1%	1%	1%	1%	1%	-%
			a	aeg	aeg											
Don't know	10	1	1	1	1	2	*	2	-	1	2	3	2	6	3	2
	1%	*%	1%	1%	1%	2%	*%	2%	-%	3%	1%	1%	*%	1%	1%	3%
						a		a		ab					cd	bcd
TOTAL SATISFIED	1159	259	192	159	118	99	71	85	38	48	139	438	393	971	185	55
	86%	88%	87%	82%	83%	92%	85%	92%	78%	89%	88%	86%	86%	86%	86%	85%
		ch	h			cdfh		bcdfh		h						
TOTAL DISSATISFIED	49	9	8	8	10	2	4	*	2	2	6	21	15	42	7	1
	4%	3%	3%	4%	7%	2%	5%	*%	4%	4%	4%	4%	3%	4%	3%	2%
		g	g	g	abeg		g		g	g						

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Very satisfied	632	173	228	230	313	315	165	175	133	149	536	45	33	**
	47%	42%	47%	52%	45%	49%	44%	46%	48%	50%	48%	39%	48%	**
				ab						a	b			
Fairly satisfied	527	183	190	151	285	239	154	153	106	107	433	53	27	**
	39%	45%	39%	34%	41%	37%	41%	40%	39%	36%	38%	46%	40%	**
		bc	c		b							a		
Neither satisfied nor dissatisfied	128	38	49	41	63	65	39	37	25	26	108	13	5	**
	10%	9%	10%	9%	9%	10%	10%	10%	9%	9%	10%	11%	8%	**
Fairly dissatisfied	34	9	17	8	19	15	13	9	6	5	29	3	1	**
	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	**
			c											
Very dissatisfied	15	4	6	5	8	7	4	3	4	4	13	2	*	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**
Don't know	10	4	1	4	3	7	2	2	1	6	8	*	1	**
	1%	1%	*%	1%	1%	1%	1%	*%	*%	2%	1%	*%	2%	**
				b						abc				
TOTAL SATISFIED	1159	357	418	382	597	554	318	328	239	257	969	99	60	**
	86%	87%	85%	87%	86%	86%	85%	87%	87%	86%	86%	85%	88%	**
TOTAL DISSATISFIED	49	13	22	13	27	22	17	12	10	9	42	5	2	**
	4%	3%	5%	3%	4%	3%	4%	3%	4%	3%	4%	4%	3%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Very satisfied	632	114	248	162	201	347
	47%	47%	48%	46%	49%	48%
Fairly satisfied	527	97	193	148	150	296
	39%	40%	37%	42%	37%	41%
				b		
Neither satisfied nor dissatisfied	128	20	59	24	39	58
	10%	8%	11%	7%	9%	8%
			c			
Fairly dissatisfied	34	4	11	12	12	15
	3%	2%	2%	3%	3%	2%
Very dissatisfied	15	4	6	3	4	7
	1%	1%	1%	1%	1%	1%
Don't know	10	2	2	*	1	5
	1%	1%	*%	*%	*%	1%
		c				
TOTAL SATISFIED	1159	211	441	311	351	643
	86%	88%	85%	89%	86%	88%
				b		
TOTAL DISSATISFIED	49	8	17	15	16	22
	4%	3%	3%	4%	4%	3%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Currently looking for a new deal	95	88	7	93	2	78	17	33	14	18	1	10	53
	7%	8%	4%	8%	2%	9%	3%	15%	5%	5%	2%	6%	11%
		b		b		b		ab		c		c	abcd
Planning to look for a new deal	266	226	40	242	23	187	79	51	53	55	12	37	111
	20%	20%	21%	20%	22%	22%	15%	23%	17%	16%	20%	22%	23%
						b		b				ab	ab
Not currently looking or planning to look for a new deal	956	817	138	875	81	557	398	129	241	254	45	115	307
	71%	71%	74%	71%	75%	67%	78%	59%	77%	76%	77%	70%	63%
						c	ac		de	de	e	e	
Don't know	30	28	3	29	2	11	19	5	4	6	1	2	17
	2%	2%	2%	2%	2%	1%	4%	3%	1%	2%	1%	2%	3%
							a						ad

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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 NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Currently looking for a new deal	95	20	16	11	15	5	7	4	4	5	20	51	23	93	1	*
	7%	7%	7%	6%	10%	5%	9%	5%	8%	9%	13%	10%	5%	8%	1%	1%
					ceg						cdef	cef	ef	cef		
Planning to look for a new deal	266	67	40	42	30	15	22	13	12	9	36	118	86	240	26	4
	20%	23%	18%	22%	21%	14%	26%	14%	25%	17%	23%	23%	19%	21%	12%	7%
		beg		eg	eg		beg		eg		ef	cef	ef	ef		
Not currently looking or planning to look for a new deal	956	203	163	137	94	86	52	72	30	39	94	334	340	768	185	60
	71%	69%	73%	71%	66%	80%	62%	79%	61%	72%	60%	65%	74%	68%	86%	93%
			dfh	f		acdfh		acdfh		f			abd	a	abcd	abcde
Don't know	30	6	4	4	3	2	4	2	3	1	8	10	8	26	3	-
	2%	2%	2%	2%	2%	2%	4%	3%	5%	1%	5%	2%	2%	2%	2%	-%
									ab		bcdef					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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 (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Currently looking for a new deal	95	47	39	8	53	41	26	28	21	16	81	4	4	**
	7%	12%	8%	2%	8%	6%	7%	7%	7%	5%	7%	4%	6%	**
		bc	c								b			
Planning to look for a new deal	266	97	106	62	141	123	80	80	53	52	222	28	11	**
	20%	24%	22%	14%	20%	19%	21%	21%	19%	18%	20%	24%	16%	**
		c	c											
Not currently looking or planning to look for a new deal	956	252	337	363	481	467	262	264	193	222	795	84	53	**
	71%	61%	69%	82%	70%	72%	70%	70%	70%	74%	71%	72%	77%	**
			a	ab						a				
Don't know	30	14	8	7	15	16	9	6	8	7	29	1	-	**
	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	-%	**
		bc									c			

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Currently looking for a new deal	95	19	36	24	35	42
	7%	8%	7%	7%	9%	6%
					b	
Planning to look for a new deal	266	49	97	74	96	125
	20%	20%	19%	21%	24%	17%
					b	
Not currently looking or planning to look for a new deal	956	166	378	249	270	547
	71%	69%	73%	71%	66%	75%
						a
Don't know	30	6	9	3	6	15
	2%	3%	2%	1%	1%	2%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. 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		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Discussed deals or offers with your provider	240	191	49	206	34	154	86	41	52	63	16	40	71
	18%	17%	26%	17%	31%	18%	17%	19%	17%	19%	28%	24%	15%
			a		a					e	abe	abe	
Looked at alternative deals or offers from your provider	266	226	40	243	23	185	81	50	56	59	10	40	103
	20%	19%	21%	20%	22%	22%	16%	23%	18%	18%	17%	24%	21%
						b		b				ab	
Received a discount from your provider	191	157	34	165	26	129	62	40	28	41	11	29	84
	14%	14%	18%	13%	24%	16%	12%	18%	9%	12%	19%	18%	17%
			a		a	b		b		a	ab	ab	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)	131	101	30	107	24	104	27	30	20	19	12	23	58
	10%	9%	16%	9%	22%	13%	5%	14%	6%	6%	21%	14%	12%
			a		a	b		b			abde	ab	ab
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	51	44	7	47	5	35	16	9	8	10	3	6	24
	4%	4%	4%	4%	4%	4%	3%	4%	3%	3%	6%	4%	5%
											a		a
None of these	731	644	86	692	39	407	324	89	199	201	26	76	235
	54%	56%	46%	56%	36%	49%	63%	41%	64%	60%	45%	46%	48%
		b		b		c	ac		cde	cde			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. 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		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
SUMMARY													
ANY CHANGE	616	515	101	547	69	427	189	130	114	132	32	89	253
	46%	44%	54%	44%	64%	51%	37%	59%	36%	40%	55%	54%	52%
			a		a	b		ab			ab	ab	ab

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Discussed deals or offers with your provider	240	65	31	39	35	14	16	5	11	15	29	93	86	209	31	6
	18%	22%	14%	20%	25%	13%	19%	5%	22%	28%	19%	18%	19%	19%	14%	9%
		beg	g	beg	beg	g	g		beg	beg	f	f	ef	ef		
Looked at alternative deals or offers from your provider	266	64	39	41	35	17	13	14	13	12	39	111	91	241	24	5
	20%	22%	17%	21%	25%	16%	16%	15%	26%	22%	25%	22%	20%	21%	11%	7%
					befg				befg		ef	ef	ef	ef		
Received a discount from your provider	191	42	29	31	24	13	13	7	9	11	33	92	48	173	17	6
	14%	14%	13%	16%	17%	12%	15%	8%	19%	20%	21%	18%	10%	15%	8%	9%
		g		g	g		g		g	beg	cdef	cef		ce		
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)	131	29	18	19	6	6	9	10	15	8	21	62	36	119	12	4
	10%	10%	8%	10%	4%	6%	10%	10%	31%	15%	14%	12%	8%	11%	6%	6%
		d	d	d			d	d	abcdefgi	bde	cef	ce		ce		
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)	51	9	8	9	5	2	4	6	2	4	11	21	13	45	6	2
	4%	3%	4%	5%	4%	2%	5%	6%	5%	7%	7%	4%	3%	4%	3%	3%
								ae		ae	bcde					
None of these	731	151	137	96	68	70	46	55	16	25	58	254	264	576	150	47
	54%	51%	62%	50%	48%	65%	55%	60%	33%	46%	37%	50%	58%	51%	70%	72%
		h	acdhi	h	h	acdfhi	h	acdhi		h		a	abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
SUMMARY																
ANY CHANGE	616	144	85	98	74	38	38	36	33	29	100	258	192	550	65	18
	46%	49%	38%	50%	52%	35%	45%	40%	67%	54%	63%	50%	42%	49%	30%	28%
		beg		beg	beg		e		abcdefgi	beg	bcdef	cef	ef	cef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Discussed deals or offers with your provider	240	73	91	76	122	116	72	74	46	44	204	18	11	**
	18%	18%	19%	17%	18%	18%	19%	20%	17%	15%	18%	15%	17%	**
							d	d						
Looked at alternative deals or offers from your provider	266	100	102	64	145	118	87	79	45	50	225	22	12	**
	20%	24%	21%	14%	21%	18%	23%	21%	16%	17%	20%	19%	17%	**
		c	c				cd	cd						
Received a discount from your provider	191	83	67	41	110	79	61	55	41	33	161	17	8	**
	14%	20%	14%	9%	16%	12%	16%	15%	15%	11%	14%	15%	11%	**
		bc	c		b		d	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)	131	58	46	27	74	56	40	38	29	23	109	9	12	**
	10%	14%	9%	6%	11%	9%	11%	10%	10%	8%	10%	8%	17%	**
		bc	c										ab	
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	51	27	13	11	30	20	11	14	15	9	42	5	2	**
	4%	7%	3%	3%	4%	3%	3%	4%	5%	3%	4%	4%	3%	**
		bc							ad					
None of these	731	177	266	283	355	372	189	202	155	176	607	67	38	**
	54%	43%	54%	64%	51%	57%	50%	53%	56%	59%	54%	57%	55%	**
			a	ab		a			a	ab				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
SUMMARY														
ANY CHANGE	616	234	224	157	335	276	188	176	121	122	519	50	31	**
	46%	57%	46%	36%	49%	43%	50%	47%	44%	41%	46%	43%	45%	**
		bc	c		b		cd	d						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Discussed deals or offers with your provider	240	37	86	80	73	133
	18%	15%	17%	23%	18%	18%
				ab		
Looked at alternative deals or offers from your provider	266	55	94	77	83	141
	20%	23%	18%	22%	20%	19%
		b		b		
Received a discount from your provider	191	40	74	52	68	100
	14%	16%	14%	15%	17%	14%
					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)	131	25	49	34	46	63
	10%	10%	10%	10%	11%	9%
					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)	51	12	20	11	17	28
	4%	5%	4%	3%	4%	4%
None of these	731	119	297	177	203	414
	54%	50%	57%	51%	50%	57%
			ac			a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
SUMMARY						
ANY CHANGE	616	121	223	172	204	314
	46%	50%	43%	49%	50%	43%
		b		b	b	

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	b	~c	~a	~b	~c	~d	e
Unweighted total	401	306	95	331	70	275	126	83	72	65	27	85	155
Effective Weighted Sample	290	219	84	236	64	197	92	53	67	62	26	74	97
Total	191	157	34	165	26	129	62	40	28	41	11	29	84
I contacted my provider	107	85	**	91	**	73	35	**	**	**	**	**	38
	56%	54%	**	55%	**	56%	56%	**	**	**	**	**	46%
My provider contacted me	71	61	**	62	**	47	23	**	**	**	**	**	37
	37%	39%	**	38%	**	37%	38%	**	**	**	**	**	45%
Don’t know/ can’t remember	13	11	**	12	**	9	4	**	**	**	**	**	8
	7%	7%	**	7%	**	7%	6%	**	**	**	**	**	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	c	d	~e	~f
Unweighted total	401	96	54	62	43	27	30	14	21	27	76	186	101	363	37	12
Effective Weighted Sample	290	73	32	45	31	23	24	12	18	21	58	125	87	265	24	6
Total	191	42	29	31	24	13	13	7	9	11	33	92	48	173	17	6
I contacted my provider	107	**	**	**	**	**	**	**	**	**	**	49	33	98	**	**
	56%	**	**	**	**	**	**	**	**	**	**	53%	68% bd	56%	**	**
My provider contacted me	71	**	**	**	**	**	**	**	**	**	**	38	12	63	**	**
	37%	**	**	**	**	**	**	**	**	**	**	41% c	26%	36% c	**	**
Don't know/ can't remember	13	**	**	**	**	**	**	**	**	**	**	6	3	12	**	**
	7%	**	**	**	**	**	**	**	**	**	**	6%	6%	7%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	401	177	137	86	219	179	125	117	82	74	342	33	17	9
Effective Weighted Sample	290	115	111	65	151	140	95	77	61	56	247	22	14	8
Total	191	83	67	41	110	79	61	55	41	33	161	17	8	5
I contacted my provider	107	39	42	**	66	41	34	34	**	**	91	**	**	**
	56%	47%	63%	**	60%	51%	55%	62%	**	**	56%	**	**	**
			a											
My provider contacted me	71	36	21	**	36	34	23	14	**	**	60	**	**	**
	37%	43%	31%	**	33%	43%	39%	26%	**	**	37%	**	**	**
		b				a	b							
Don't know/ can't remember	13	8	3	**	8	5	4	7	**	**	11	**	**	**
	7%	9%	5%	**	7%	6%	6%	12%	**	**	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	401	78	151	114	140	209
Effective Weighted Sample	290	58	110	81	102	149
Total	191	40	74	52	68	100
I contacted my provider	107	**	40	37	34	63
	56%	**	55%	70%	50%	62%
				b		a
My provider contacted me	71	**	30	12	29	32
	37%	**	41%	22%	43%	32%
			c		b	
Don't know/ can't remember	13	**	3	4	5	6
	7%	**	4%	7%	7%	6%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e
Unweighted total	286	197	89	219	67	223	63	63	49	30	31	71	106
Effective Weighted Sample	199	136	78	150	60	151	51	38	46	29	29	60	65
Total	131	101	30	107	24	104	27	30	20	19	12	23	58
I contacted my provider	81	57	**	62	**	60	**	**	**	**	**	**	31
	62%	57%	**	58%	**	58%	**	**	**	**	**	**	53%
My provider contacted me	40	33	**	35	**	36	**	**	**	**	**	**	21
	31%	33%	**	33%	**	35%	**	**	**	**	**	**	36%
Don’t know/ can’t remember	10	10	**	10	**	8	**	**	**	**	**	**	7
	8%	10%	**	9%	**	7%	**	**	**	**	**	**	12%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	~c	d	~e	~f
Unweighted total	286	69	35	38	14	14	21	16	29	23	48	141	66	255	31	12
Effective Weighted Sample	199	52	20	23	12	12	17	12	24	20	34	95	47	175	27	12
Total	131	29	18	19	6	6	9	10	15	8	21	62	36	119	12	4
I contacted my provider	81	**	**	**	**	**	**	**	**	**	**	36	**	71	**	**
	62%	**	**	**	**	**	**	**	**	**	**	58%	**	60%	**	**
My provider contacted me	40	**	**	**	**	**	**	**	**	**	**	22	**	38	**	**
	31%	**	**	**	**	**	**	**	**	**	**	36%	**	32%	**	**
Don't know/ can't remember	10	**	**	**	**	**	**	**	**	**	**	4	**	10	**	**
	8%	**	**	**	**	**	**	**	**	**	**	6%	**	9%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	~b	~c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	286	131	97	58	160	124	88	78	63	53	243	19	22	2
Effective Weighted Sample	199	83	74	43	111	87	71	48	44	36	168	12	18	2
Total	131	58	46	27	74	56	40	38	29	23	109	9	12	1
I contacted my provider	81	27	**	**	48	32	**	**	**	**	69	**	**	**
	62%	47%	**	**	64%	58%	**	**	**	**	64%	**	**	**
My provider contacted me	40	24	**	**	24	16	**	**	**	**	33	**	**	**
	31%	41%	**	**	32%	29%	**	**	**	**	30%	**	**	**
Don't know/ can't remember	10	7	**	**	3	7	**	**	**	**	7	**	**	**
	8%	12%	**	**	4%	13%	**	**	**	**	6%	**	**	**
						a								

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	~c	a	b
Unweighted total	286	50	111	77	104	135
Effective Weighted Sample	199	35	82	50	76	90
Total	131	25	49	34	46	63
I contacted my provider	81	**	32	**	31	42
	62%	**	65%	**	67%	66%
My provider contacted me	40	**	13	**	11	17
	31%	**	27%	**	25%	27%
Don't know/ can't remember	10	**	4	**	4	4
	8%	**	9%	**	8%	7%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	112	88	24	97	15	78	34	21	21	17	9	21	46
Effective Weighted Sample	85	68	20	75	13	58	28	16	20	16	8	18	33
Total	51	44	7	47	5	35	16	9	8	10	3	6	24
I contacted my provider	40	**	**	**	**	**	**	**	**	**	**	**	**
	79%	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	6	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	5	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	~d	~e	~f
Unweighted total	112	21	18	13	11	5	10	11	7	9	24	47	25	96	15	5
Effective Weighted Sample	85	16	14	10	10	4	7	9	6	8	16	39	18	72	13	5
Total	51	9	8	9	5	2	4	6	2	4	11	21	13	45	6	2
I contacted my provider	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	112	58	26	27	64	44	24	32	26	26	95	7	6	4
Effective Weighted Sample	85	44	19	24	51	31	20	27	19	20	76	5	5	4
Total	51	27	13	11	30	20	11	14	15	9	42	5	2	3
I contacted my provider	40	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	6	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	5	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	112	27	44	23	40	57
Effective Weighted Sample	85	21	31	19	31	44
Total	51	12	20	11	17	28
I contacted my provider	40	**	**	**	**	**
	79%	**	**	**	**	**
My provider contacted me	6	**	**	**	**	**
	12%	**	**	**	**	**
Don’t know/ can’t remember	5	**	**	**	**	**
	9%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Received a discount	107	85	23	91	17	73	35	20	18	26	9	17	38
	8%	7%	12%	7%	16%	9%	7%	9%	6%	8%	16%	10%	8%
			a		a						abe	a	
Added extra or improved services	81	57	23	62	19	60	20	16	12	12	10	16	31
	6%	5%	12%	5%	17%	7%	4%	8%	4%	4%	17%	10%	6%
			a		a	b		b			abde	abe	ab
Reduced or downgraded services	40	33	7	36	4	26	14	6	7	9	3	5	16
	3%	3%	4%	3%	4%	3%	3%	3%	2%	3%	6%	3%	3%
											a		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	197	155	43	167	31	139	58	35	32	41	17	32	78
	15%	13%	23%	13%	29%	17%	11%	16%	10%	12%	30%	19%	16%
			a		a	b		b			abde	ab	a
ALL 3 CHANGES	4	2	2	3	1	2	2	1	-	1	1	1	1
	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%	1%	1%	*%
			a		a						a	a	
DISCOUNT AND EXTRA SERVICES	15	9	6	9	6	11	3	3	5	1	3	3	2
	1%	1%	3%	1%	5%	1%	1%	2%	2%	*%	5%	2%	*%
			a		a				e		abde	be	
DISCOUNT AND REDUCED SERVICES	7	6	*	6	*	3	3	1	1	3	-	1	2
	*%	1%	*%	1%	*%	*%	1%	*%	*%	1%	-%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	1	1	1	1	2	-	1	-	1	1	*	*
	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	1%	*%	*%
								b			a		
DISCOUNT ONLY	82	67	15	73	10	56	26	15	12	21	5	12	33
	6%	6%	8%	6%	9%	7%	5%	7%	4%	6%	9%	7%	7%
					a					a	a	a	a

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
EXTRA SERVICES ONLY	60	45	15	49	11	45	15	11	8	9	6	11	27
	4%	4%	8%	4%	11%	5%	3%	5%	2%	3%	10%	7%	5%
			a		a	b		b			ab	ab	ab
REDUCED SERVICES ONLY	28	24	4	26	2	19	8	3	6	5	2	3	12
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	4%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1149	1004	145	1072	77	694	455	184	282	292	41	133	410
	85%	87%	77%	87%	71%	83%	89%	84%	90%	88%	70%	81%	84%
		b		b			ac		cde	cd		c	c

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Received a discount	107	26	15	20	14	7	7	2	6	8	16	49	33	98	9	2
	8%	9%	7%	10%	10%	6%	8%	2%	13%	15%	10%	10%	7%	9%	4%	3%
		g	g	g	g		g		bg	beg	ef	ef	e	ef		
Added extra or improved services	81	19	11	11	3	3	6	4	8	6	9	36	26	71	10	4
	6%	7%	5%	6%	2%	3%	8%	4%	17%	12%	6%	7%	6%	6%	5%	6%
		de		d			de		abcdefg	abcdeg						
Reduced or downgraded services	40	8	6	7	4	2	2	4	2	3	7	16	10	34	6	2
	3%	3%	3%	4%	3%	2%	3%	5%	4%	5%	5%	3%	2%	3%	3%	3%
											c					
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	197	46	27	34	19	11	14	10	12	14	29	84	62	176	21	6
	15%	16%	12%	18%	13%	10%	16%	11%	25%	26%	19%	16%	14%	16%	10%	9%
		e		beg					abdeg	abcdefg	cef	ef	e	ef		
ALL 3 CHANGES	4	*	1	*	-	-	-	-	1	1	*	3	*	3	1	1
	*%	*%	*%	*%	-%	-%	-%	-%	2%	2%	*%	1%	*%	*%	*%	1%
									acde	acde						c
DISCOUNT AND EXTRA SERVICES	15	5	1	2	1	1	1	-	2	1	1	7	5	13	1	*
	1%	2%	*%	1%	1%	1%	2%	-%	3%	3%	1%	1%	1%	1%	1%	1%
									bceg	bg						
DISCOUNT AND REDUCED SERVICES	7	2	2	1	-	1	1	-	-	-	1	3	1	5	1	-
	*%	1%	1%	1%	-%	1%	1%	-%	-%	-%	1%	1%	*%	*%	1%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	-	-	-	*	-	-	1	1	-	*	1	1	2	-	-
	*%	-%	-%	-%	*%	-%	-%	1%	2%	-%	*%	*%	*%	*%	-%	-%
								a	abce							
DISCOUNT ONLY	82	19	11	17	12	6	5	2	4	5	13	36	27	76	6	1
	6%	7%	5%	9%	9%	5%	6%	2%	8%	10%	9%	7%	6%	7%	3%	1%
		g		bg	bg				g	bg	ef	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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 NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
EXTRA SERVICES ONLY	60	14	9	9	2	3	5	3	5	4	7	25	21	52	8	3
	4%	5%	4%	5%	1%	2%	6%	4%	10%	8%	4%	5%	4%	5%	4%	4%
		d	d	d			d		abcdeg	de						
REDUCED SERVICES ONLY	28	6	3	5	3	1	2	4	*	2	6	9	9	24	4	1
	2%	2%	1%	3%	2%	1%	2%	4%	1%	4%	4%	2%	2%	2%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1149	249	195	159	123	97	71	82	36	40	128	428	394	951	194	59
	85%	84%	88%	82%	87%	90%	84%	89%	75%	74%	81%	84%	86%	84%	90%	91%
		hi	chi	i	hi	achi	i	chi					a		abcd	abd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Received a discount	107	39	42	25	66	41	34	34	21	17	91	7	5	**
	8%	10%	9%	6%	10%	6%	9%	9%	8%	6%	8%	6%	7%	**
		c	c		b		d	d						
Added extra or improved services	81	27	32	22	48	32	26	23	18	13	69	5	7	**
	6%	7%	6%	5%	7%	5%	7%	6%	6%	4%	6%	4%	10%	**
					b		d						b	
Reduced or downgraded services	40	19	11	10	23	15	8	13	10	7	34	3	2	**
	3%	5%	2%	2%	3%	2%	2%	3%	4%	2%	3%	2%	3%	**
		bc												
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	197	72	74	51	116	78	59	61	41	32	167	12	13	**
	15%	17%	15%	12%	17%	12%	16%	16%	15%	11%	15%	10%	19%	**
		c	c		b		d	d	d		b		b	
ALL 3 CHANGES	4	2	1	1	3	1	1	1	1	1	3	1	*	**
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	**
DISCOUNT AND EXTRA SERVICES	15	4	8	3	9	5	5	5	4	1	13	1	*	**
	1%	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	**
			c				d							
DISCOUNT AND REDUCED SERVICES	7	4	2	1	5	2	1	2	1	2	6	1	-	**
	*%	1%	*%	*%	1%	*%	*%	1%	*%	1%	*%	1%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	1	-	1	1	1	*	-	1	*	2	-	-	**
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%	**
DISCOUNT ONLY	82	29	32	21	49	33	26	26	15	13	69	5	5	**
	6%	7%	7%	5%	7%	5%	7%	7%	5%	4%	6%	4%	7%	**
		c			b		d	d						
EXTRA SERVICES ONLY	60	19	23	18	35	25	20	17	12	10	51	3	6	**
	4%	5%	5%	4%	5%	4%	5%	5%	4%	3%	5%	3%	9%	**
													ab	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
REDUCED SERVICES ONLY	28	12	8	7	15	12	6	10	7	4	24	2	2	**
	2%	3%	2%	2%	2%	2%	1%	3%	3%	1%	2%	1%	3%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1149	339	417	389	574	569	317	316	234	266	959	105	55	**
	85%	83%	85%	88%	83%	88%	84%	84%	85%	89%	85%	90%	81%	**
				ab		a				abc		ac		

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Received a discount	107	17	40	37	34	63
	8%	7%	8%	11%	8%	9%
				ab		
Added extra or improved services	81	14	32	22	31	42
	6%	6%	6%	6%	8%	6%
Reduced or downgraded services	40	9	14	10	13	24
	3%	4%	3%	3%	3%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	197	34	75	59	65	112
	15%	14%	14%	17%	16%	15%
ALL 3 CHANGES	4	1	1	1	2	2
	*%	*%	*%	*%	1%	*%
DISCOUNT AND EXTRA SERVICES	15	2	5	6	6	7
	1%	1%	1%	2%	2%	1%
DISCOUNT AND REDUCED SERVICES	7	2	2	3	1	5
	*%	1%	*%	1%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	2	*	2	-	1	1
	*%	*%	*%	-%	*%	*%
DISCOUNT ONLY	82	13	31	27	24	49
	6%	5%	6%	8%	6%	7%
EXTRA SERVICES ONLY	60	11	24	16	22	32
	4%	4%	5%	4%	5%	4%
REDUCED SERVICES ONLY	28	6	9	7	9	16
	2%	3%	2%	2%	2%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1149	206	445	290	341	616
	85%	86%	86%	83%	84%	85%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Received a discount	71	61	10	62	9	47	23	16	9	13	2	10	37
	5%	5%	5%	5%	8%	6%	5%	7%	3%	4%	4%	6%	8%
					a			b				a	ab
Added extra or improved services	40	33	7	35	5	36	4	10	6	6	2	6	21
	3%	3%	4%	3%	5%	4%	1%	5%	2%	2%	4%	4%	4%
					a	b		b					ab
Reduced or downgraded services	6	6	*	6	-	6	*	3	1	1	-	1	4
	*%	1%	*%	1%	-%	1%	*%	1%	*%	*%	-%	*%	1%
						b		b					
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	109	95	15	97	12	83	26	29	14	18	3	15	59
	8%	8%	8%	8%	11%	10%	5%	13%	5%	6%	6%	9%	12%
					a	b		ab				ab	abc
DISCOUNT AND EXTRA SERVICES	6	4	2	4	2	5	1	*	1	1	1	1	3
	*%	*%	1%	*%	2%	1%	*%	*%	*%	*%	1%	1%	1%
					a								
DISCOUNT AND REDUCED SERVICES	2	2	-	2	-	1	*	-	*	-	-	*	1
	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	*	-	*	-	*	-	-	-	*	-
	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%
DISCOUNT ONLY	63	55	8	56	7	41	22	16	7	12	1	8	34
	5%	5%	4%	5%	6%	5%	4%	7%	2%	4%	2%	5%	7%
								b				a	abc
EXTRA SERVICES ONLY	34	29	5	30	4	31	3	10	5	4	1	5	18
	3%	3%	3%	2%	3%	4%	1%	5%	2%	1%	2%	3%	4%
						b		b					ab
REDUCED SERVICES ONLY	5	5	-	5	-	5	-	3	*	1	-	*	3
	*%	*%	-%	*%	-%	1%	-%	1%	*%	*%	-%	*%	1%
						b		b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1237	1064	173	1142	96	750	487	190	299	315	55	150	429
	92%	92%	92%	92%	89%	90%	95%	87%	95%	94%	94%	91%	88%
				b		c	ac		de	de	e		

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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 NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Received a discount	71	13	14	11	8	5	5	4	2	3	13	38	12	63	8	4
	5%	4%	6%	6%	6%	5%	6%	4%	3%	6%	8%	7%	3%	6%	4%	6%
											ce	cde		c		c
Added extra or improved services	40	7	6	6	2	1	2	5	6	1	9	22	7	38	2	*
	3%	2%	3%	3%	1%	1%	2%	6%	12%	2%	6%	4%	2%	3%	1%	*%
								ade	abcdefgi		cdef	cef		ce		
Reduced or downgraded services	6	1	1	-	1	-	2	1	*	1	2	3	1	6	-	-
	*%	*%	*%	-%	1%	-%	2%	1%	*%	1%	1%	1%	*%	1%	-%	-%
							abce	ac		c	ce					
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	109	19	18	16	10	7	8	9	7	4	22	58	20	100	10	4
	8%	7%	8%	8%	7%	6%	9%	10%	15%	8%	14%	11%	4%	9%	5%	7%
									abcde		cdef	cde		ce		
DISCOUNT AND EXTRA SERVICES	6	1	1	*	1	-	*	1	-	1	1	4	*	6	*	-
	*%	*%	1%	*%	*%	-%	*%	1%	-%	2%	1%	1%	*%	1%	*%	-%
										ce	c	c				
DISCOUNT AND REDUCED SERVICES	2	*	*	-	1	-	-	-	-	-	-	2	-	2	-	-
	*%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%
DISCOUNT ONLY	63	11	12	10	7	5	4	3	2	2	11	32	12	56	7	4
	5%	4%	5%	5%	5%	5%	5%	3%	3%	4%	7%	6%	3%	5%	3%	6%
											ce	ce		c		c
EXTRA SERVICES ONLY	34	6	5	5	1	1	2	4	6	*	7	18	7	32	2	*
	3%	2%	2%	3%	1%	1%	2%	4%	12%	1%	5%	4%	1%	3%	1%	*%
								d	abcdefgi		cef	ce		ce		
REDUCED SERVICES ONLY	5	*	*	-	*	-	2	1	*	1	2	2	1	5	-	-
	*%	*%	*%	-%	*%	-%	2%	1%	*%	1%	1%	*%	*%	*%	-%	-%
							abce	abc		abc	ce					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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 NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1237	276	204	177	132	101	77	83	41	49	135	455	437	1027	205	60
	92%	93%	92%	92%	93%	94%	91%	90%	85%	92%	86%	89%	96%	91%	95%	93%
		h	h	h	h	h							abd	ab	abd	a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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 (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Received a discount	71	36	21	14	36	34	23	14	18	15	60	9	2	**
	5%	9%	4%	3%	5%	5%	6%	4%	7%	5%	5%	7%	3%	**
		bc					b		b			c		
Added extra or improved services	40	24	12	4	24	16	12	12	6	9	33	2	5	**
	3%	6%	2%	1%	3%	3%	3%	3%	2%	3%	3%	1%	7%	**
		bc	c										ab	
Reduced or downgraded services	6	5	-	1	4	2	3	1	2	*	5	*	-	**
	*%	1%	-%	*%	1%	*%	1%	*%	1%	*%	*%	*%	-%	**
		bc												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	109	59	32	19	59	49	36	26	25	22	91	10	6	**
	8%	14%	7%	4%	9%	8%	10%	7%	9%	7%	8%	8%	9%	**
		bc	c				b							
DISCOUNT AND EXTRA SERVICES	6	5	*	*	4	3	1	1	2	2	5	1	-	**
	*%	1%	*%	*%	1%	*%	*%	*%	1%	1%	*%	1%	-%	**
		bc												
DISCOUNT AND REDUCED SERVICES	2	2	-	-	2	-	1	1	-	-	2	-	-	**
	*%	*%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	-	-	*	-	*	-	-	*	-	-	**
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**
DISCOUNT ONLY	63	29	20	13	31	31	21	13	16	13	53	8	2	**
	5%	7%	4%	3%	5%	5%	6%	3%	6%	4%	5%	7%	3%	**
		bc					b		b					
EXTRA SERVICES ONLY	34	19	11	4	20	14	11	11	4	7	27	1	5	**
	3%	5%	2%	1%	3%	2%	3%	3%	2%	2%	2%	1%	7%	**
		bc	c										ab	
REDUCED SERVICES ONLY	5	4	-	1	3	2	2	*	2	*	4	*	-	**
	*%	1%	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	**
		bc							b					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1237	352	458	422	631	598	340	352	251	275	1036	107	62	**
	92%	86%	93%	96%	91%	92%	90%	93%	91%	93%	92%	92%	91%	**
			a	ab				a						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Received a discount	71	19	30	12	29	32
	5%	8%	6%	3%	7%	4%
		c	c		b	
Added extra or improved services	40	9	13	11	11	17
	3%	4%	3%	3%	3%	2%
Reduced or downgraded services	6	2	2	1	2	2
	*%	1%	*%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	109	27	43	23	40	47
	8%	11%	8%	7%	10%	6%
		bc			b	
DISCOUNT AND EXTRA SERVICES	6	2	2	1	2	3
	*%	1%	*%	*%	*%	*%
DISCOUNT AND REDUCED SERVICES	2	*	1	-	1	*
	*%	*%	*%	-%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	-	-
	*%	-%	*%	-%	-%	-%
DISCOUNT ONLY	63	16	28	11	26	28
	5%	7%	5%	3%	6%	4%
		c	c		b	
EXTRA SERVICES ONLY	34	6	11	10	9	14
	3%	3%	2%	3%	2%	2%
REDUCED SERVICES ONLY	5	2	2	1	1	1
	*%	1%	*%	*%	*%	*%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1237	213	476	326	367	681
	92%	89%	92%	93%	90%	94%
			a	a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Discussed deals or offers with any other provider	104	87	17	92	12	80	23	39	18	17	4	16	50
	8%	8%	9%	7%	11%	10%	5%	18%	6%	5%	7%	10%	10%
					a	b		ab				ab	ab
Looked at deals or offers from any other provider	298	248	50	266	32	233	65	83	59	65	14	46	115
	22%	21%	27%	21%	29%	28%	13%	38%	19%	20%	24%	28%	24%
			a		a	b		ab				ab	a
Talked with friends or family for recommendations about providers	186	164	21	171	14	130	56	47	34	31	5	22	95
	14%	14%	11%	14%	13%	16%	11%	22%	11%	9%	8%	13%	19%
						b		ab					abcd
None of these	846	730	116	784	62	456	391	72	222	236	38	98	257
	63%	63%	62%	63%	58%	55%	76%	33%	71%	71%	66%	60%	53%
						c	ac		de	de	e	e	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Discussed deals or offers with any other provider	104	23	17	16	14	4	6	4	4	4	19	57	21	97	6	2
	8%	8%	7%	8%	10%	4%	7%	5%	9%	7%	12%	11%	5%	9%	3%	3%
		e		e	eg						cdef	cdef		cef		
Looked at deals or offers from any other provider	298	67	41	40	38	16	19	19	16	15	46	144	85	275	22	4
	22%	23%	18%	21%	27%	15%	22%	20%	32%	29%	29%	28%	19%	24%	10%	7%
		e			be		e		abceg	be	cdef	cdef	ef	cef		
Talked with friends or family for recommendations about providers	186	42	27	23	25	15	13	12	8	5	41	78	43	162	23	8
	14%	14%	12%	12%	17%	14%	15%	14%	16%	9%	26%	15%	9%	14%	10%	12%
					bci						bcdef	ce		ce		
None of these	846	186	151	128	75	78	53	60	23	32	62	289	325	675	167	51
	63%	63%	68%	66%	53%	73%	63%	65%	48%	60%	39%	56%	71%	60%	78%	79%
		dh	dh	dh		adfhi	dh	dh				a	abd	ab	abcd	abd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Discussed deals or offers with any other provider	104	53	35	15	61	42	35	31	17	18	89	8	4	**
	8%	13%	7%	3%	9%	6%	9%	8%	6%	6%	8%	6%	6%	**
		bc	c		b		cd							
Looked at deals or offers from any other provider	298	121	116	59	176	120	100	83	64	49	255	22	12	**
	22%	30%	24%	13%	26%	19%	26%	22%	23%	17%	23%	19%	17%	**
		bc	c		b		bd	d	d					
Talked with friends or family for recommendations about providers	186	87	54	44	86	94	51	53	34	45	156	14	8	**
	14%	21%	11%	10%	13%	15%	13%	14%	12%	15%	14%	12%	12%	**
		bc												
None of these	846	196	314	332	417	425	217	238	175	201	700	78	48	**
	63%	48%	64%	75%	60%	66%	58%	63%	64%	68%	62%	67%	70%	**
			a	ab		a		a	a	a			a	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Discussed deals or offers with any other provider	104	24	39	24	34	47
	8%	10%	8%	7%	8%	6%
Looked at deals or offers from any other provider	298	54	108	91	100	153
	22%	23%	21%	26%	25%	21%
				b	b	
Talked with friends or family for recommendations about providers	186	36	69	47	67	94
	14%	15%	13%	14%	16%	13%
					b	
None of these	846	138	336	216	234	477
	63%	58%	65%	62%	58%	66%
			a			a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Yes	268	203	65	215	53	176	92	50	41	63	20	52	97
	20%	18%	34%	17%	49%	21%	18%	23%	13%	19%	34%	32%	20%
			a		a	b		b		a	abe	abe	a
No	385	305	80	330	55	225	160	55	77	107	30	59	114
	29%	26%	43%	27%	51%	27%	31%	25%	25%	32%	52%	36%	23%
			a		a		ac			ae	abde	ae	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Yes	268	67	46	40	19	16	24	6	20	16	47	115	78	240	26	5
	20%	23%	21%	21%	13%	15%	28%	7%	42%	30%	30%	22%	17%	21%	12%	8%
		deg	dg	dg	g	g	bcdeg		abcdefg	bcdeg	bcdef	cef	ef	cef		
No	385	95	61	64	42	39	29	4	13	21	34	157	140	331	53	11
	29%	32%	27%	33%	29%	37%	34%	5%	27%	40%	22%	31%	31%	29%	25%	17%
		g	g	g	g	bg	g		g	bdgh		aef	aef	aef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Yes	268	102	102	62	129	139	81	76	58	49	227	19	14	**
	20%	25%	21%	14%	19%	21%	22%	20%	21%	16%	20%	16%	20%	**
		bc	c				d		d					
No	385	105	158	121	179	204	101	117	83	79	327	26	22	**
	29%	26%	32%	27%	26%	31%	27%	31%	30%	27%	29%	23%	32%	**
			ac			a					b		b	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Yes	268	55	94	75	86	137
	20%	23%	18%	22%	21%	19%
		b				
No	385	63	161	96	116	215
	29%	26%	31%	27%	28%	30%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	575	405	170	439	136	381	194	110	104	102	49	147	182
Effective Weighted Sample	459	322	150	347	120	293	167	82	98	98	46	124	133
Total	268	203	65	215	53	176	92	50	41	63	20	52	97
Looked into deals with my existing provider at that time	98 37%	72 36%	26 40%	78 36%	20 39%	64 36%	34 37%	17 34%	17 43% e	26 42% e	** **	20 38%	28 29%
Looked into deals with alternative provider/s	59 22%	42 21%	17 26%	47 22%	12 23%	48 27% b	11 12%	14 28% b	9 22%	10 17%	** **	14 28% b	22 22%
Contacted my existing provider at that time	49 18%	34 17%	15 24%	36 17%	13 25% a	35 20%	13 15%	14 27% b	6 16%	11 18%	** **	14 27% ae	15 15%
Signed up for a contract with my existing provider at that time	42 16%	30 15%	12 18%	32 15%	9 18%	25 14%	17 18% c	4 9%	6 14%	10 16%	** **	10 18%	12 12%
Contacted alternative provider/s	22 8%	16 8%	6 9%	17 8%	5 9%	21 12% b	1 1%	9 18% b	3 7%	3 4%	** **	5 10%	12 12% b
Signed up for a contract with an alternative provider	16 6%	12 6%	3 5%	14 6%	2 4%	15 8% b	1 1%	10 20% ab	1 4%	2 3%	** **	3 7%	10 10% b
Something else	6 2%	5 2%	1 2%	5 2%	1 2%	3 2%	2 3%	* *%	* 1%	3 4%	** **	1 1%	2 2%
I did not take any action	76 28%	58 28%	18 28%	62 29%	14 27%	40 23%	35 39% ac	8 15%	16 40% de	17 27%	** **	14 27%	25 25%
Can't remember	20 7%	15 7%	5 7%	16 8%	3 7%	12 7%	8 9%	3 7%	1 2%	7 11% a	** **	4 8% a	8 8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	a	b	c	d	~e	~f
Unweighted total	575	144	102	85	38	36	55	13	41	36	102	243	161	506	67	14
Effective Weighted Sample	459	115	85	68	30	30	47	10	31	25	70	194	139	401	61	12
Total	268	67	46	40	19	16	24	6	20	16	47	115	78	240	26	5
Looked into deals with my existing provider at that time	98	29	14	**	**	**	**	**	**	**	17	40	32	88	**	**
	37%	43%	30%	**	**	**	**	**	**	**	36%	35%	41%	37%	**	**
		b														
Looked into deals with alternative provider/s	59	16	7	**	**	**	**	**	**	**	9	29	18	55	**	**
	22%	24%	16%	**	**	**	**	**	**	**	19%	25%	23%	23%	**	**
Contacted my existing provider at that time	49	14	6	**	**	**	**	**	**	**	6	27	11	45	**	**
	18%	20%	14%	**	**	**	**	**	**	**	13%	24%	14%	19%	**	**
												ac				
Signed up for a contract with my existing provider at that time	42	12	7	**	**	**	**	**	**	**	3	18	14	35	**	**
	16%	18%	16%	**	**	**	**	**	**	**	6%	16%	18%	15%	**	**
												a	a	a		
Contacted alternative provider/s	22	7	5	**	**	**	**	**	**	**	3	15	3	22	**	**
	8%	10%	10%	**	**	**	**	**	**	**	7%	13%	4%	9%	**	**
												c		c		
Signed up for a contract with an alternative provider	16	4	1	**	**	**	**	**	**	**	5	10	1	16	**	**
	6%	6%	3%	**	**	**	**	**	**	**	10%	9%	1%	7%	**	**
											c	c		c		
Something else	6	2	1	**	**	**	**	**	**	**	-	1	3	4	**	**
	2%	3%	3%	**	**	**	**	**	**	**	-%	1%	4%	2%	**	**
													ab			
I did not take any action	76	15	17	**	**	**	**	**	**	**	10	30	25	65	**	**
	28%	22%	38%	**	**	**	**	**	**	**	21%	26%	33%	27%	**	**
			a										a			
Can't remember	20	6	4	**	**	**	**	**	**	**	4	8	5	17	**	**
	7%	9%	9%	**	**	**	**	**	**	**	9%	7%	6%	7%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted total	575	227	201	145	281	293	170	169	123	106	491	36	30	18
Effective Weighted Sample	459	169	164	132	229	230	139	132	98	84	391	28	26	16
Total	268	102	102	62	129	139	81	76	58	49	227	19	14	9
Looked into deals with my existing provider at that time	98	38	37	23	51	47	30	29	21	16	83	**	**	**
	37%	37%	36%	38%	40%	34%	37%	38%	36%	32%	36%	**	**	**
Looked into deals with alternative provider/s	59	23	25	11	29	29	22	16	12	9	51	**	**	**
	22%	22%	24%	18%	23%	21%	27%	21%	21%	18%	22%	**	**	**
Contacted my existing provider at that time	49	20	19	10	28	20	13	15	15	6	43	**	**	**
	18%	19%	18%	17%	22%	14%	16%	20%	26%	11%	19%	**	**	**
					b				ad					
Signed up for a contract with my existing provider at that time	42	10	17	14	18	23	11	12	8	10	36	**	**	**
	16%	10%	17%	22%	14%	17%	14%	16%	14%	20%	16%	**	**	**
			a	a										
Contacted alternative provider/s	22	14	7	1	14	8	5	6	8	3	20	**	**	**
	8%	13%	7%	1%	11%	6%	6%	8%	13%	5%	9%	**	**	**
		bc	c		b				d					
Signed up for a contract with an alternative provider	16	10	4	1	9	7	4	4	2	5	12	**	**	**
	6%	10%	4%	2%	7%	5%	5%	5%	4%	11%	5%	**	**	**
		bc								c				
Something else	6	*	3	2	2	4	3	1	1	1	6	**	**	**
	2%	*%	3%	4%	2%	3%	4%	1%	1%	2%	3%	**	**	**
			a	a										
I did not take any action	76	24	29	24	33	43	23	24	14	15	64	**	**	**
	28%	23%	28%	39%	26%	31%	28%	32%	24%	31%	28%	**	**	**
				ab										
Can't remember	20	9	7	3	8	12	7	5	4	3	16	**	**	**
	7%	9%	7%	4%	6%	8%	9%	6%	6%	7%	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	575	102	213	165	188	292
Effective Weighted Sample	459	77	172	144	143	246
Total	268	55	94	75	86	137
Looked into deals with my existing provider at that time	98 37%	19 34%	37 39%	26 35%	31 36%	52 38%
Looked into deals with alternative provider/s	59 22%	11 21%	23 25%	16 21%	15 18%	33 24%
Contacted my existing provider at that time	49 18%	8 15%	20 22%	17 22%	14 16%	26 19%
Signed up for a contract with my existing provider at that time	42 16%	7 13%	15 16%	13 18%	11 13%	24 18%
Contacted alternative provider/s	22 8%	5 9%	10 11%	5 6%	8 10%	10 7%
Signed up for a contract with an alternative provider	16 6%	5 8%	6 6%	3 4%	9 10% b	4 3%
Something else	6 2%	2 4%	1 1%	2 2%	3 3%	3 2%
I did not take any action	76 28%	15 26%	26 27%	26 35%	23 27%	44 32%
Can't remember	20 7%	4 8%	4 4%	6 7%	6 7%	7 5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Agree strongly	360	312	48	334	25	209	151	54	87	85	17	41	133
	27%	27%	25%	27%	23%	25%	29%	25%	28%	25%	28%	25%	27%
							a						
Agree slightly	429	358	70	384	45	280	149	76	88	100	21	61	163
	32%	31%	38%	31%	41%	34%	29%	35%	28%	30%	35%	37%	33%
			a		a	b		b				ab	a
Disagree slightly	234	205	29	219	15	146	89	39	56	57	8	30	84
	17%	18%	16%	18%	14%	17%	17%	18%	18%	17%	14%	18%	17%
Disagree strongly	173	154	19	163	10	119	54	33	51	52	6	16	51
	13%	13%	10%	13%	9%	14%	11%	15%	16%	16%	11%	9%	10%
						b		b	de	de			
Don't know	151	130	21	138	13	80	71	17	31	40	6	17	57
	11%	11%	11%	11%	12%	10%	14%	8%	10%	12%	11%	10%	12%
							ac						
TOTAL AGREE	788	670	118	718	70	489	299	130	175	185	37	102	296
	59%	58%	63%	58%	65%	59%	58%	59%	56%	55%	64%	62%	61%
			a		a							ab	ab
TOTAL DISAGREE	407	359	49	382	25	264	143	72	107	109	15	46	134
	30%	31%	26%	31%	23%	32%	28%	33%	34%	33%	25%	28%	28%
		b		b		b		b	cde	e			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Agree strongly	360	74	56	43	35	35	19	35	12	15	41	106	118	265	94	37
	27%	25%	25%	22%	25%	33%	23%	38%	24%	29%	26%	21%	26%	23%	44%	56%
						abcdf		abcdfh			b		b		abcd	abcde
Agree slightly	429	97	67	63	42	30	28	26	22	22	54	176	140	369	59	13
	32%	33%	30%	32%	29%	28%	33%	28%	46%	41%	34%	34%	31%	33%	27%	20%
									abcdefg	bdeg	ef	ef	f	ef		
Disagree slightly	234	60	39	33	28	16	15	17	7	6	30	99	83	212	20	3
	17%	20%	17%	17%	20%	15%	18%	18%	14%	12%	19%	19%	18%	19%	9%	5%
		i			i						ef	ef	ef	ef		
Disagree strongly	173	34	33	31	21	12	11	7	3	7	17	84	58	160	13	2
	13%	12%	15%	16%	15%	11%	13%	7%	6%	13%	11%	16%	13%	14%	6%	3%
			gh	agh	gh						ef	acef	ef	ef		
Don't know	151	30	27	24	16	14	12	8	5	3	15	48	58	121	29	10
	11%	10%	12%	12%	11%	13%	14%	8%	10%	6%	10%	9%	13%	11%	13%	15%
			i	i		i	i						b		b	b
TOTAL AGREE	788	172	123	106	77	65	47	61	34	37	95	281	258	634	153	50
	59%	58%	55%	55%	54%	61%	56%	66%	70%	70%	60%	55%	57%	56%	71%	77%
								abcdf	abcdf	abcdf					abcd	abcd
TOTAL DISAGREE	407	94	72	64	49	28	26	23	10	13	47	183	141	372	33	5
	30%	32%	32%	33%	35%	26%	30%	25%	20%	25%	30%	36%	31%	33%	15%	8%
		h	h	h	eghi						ef	acef	ef	ef	f	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Agree strongly	360	94	110	155	195	162	91	95	79	91	295	37	19	**
	27%	23%	22%	35%	28%	25%	24%	25%	29%	30%	26%	32%	27%	**
				ab						ab				
Agree slightly	429	144	154	130	235	192	130	120	94	79	367	31	21	**
	32%	35%	31%	30%	34%	30%	35%	32%	34%	27%	33%	27%	30%	**
		c			b		d	d	d					
Disagree slightly	234	76	99	57	109	123	67	67	39	59	192	24	11	**
	17%	19%	20%	13%	16%	19%	18%	18%	14%	20%	17%	21%	17%	**
		c	c			a				c				
Disagree strongly	173	60	70	43	88	84	55	51	35	31	145	15	10	**
	13%	15%	14%	10%	13%	13%	15%	13%	13%	11%	13%	13%	15%	**
		c	c				d							
Don't know	151	37	57	56	64	86	32	44	29	38	128	10	8	**
	11%	9%	12%	13%	9%	13%	9%	12%	10%	13%	11%	8%	11%	**
				a		a		a		a				
TOTAL AGREE	788	237	265	285	430	354	222	215	173	169	662	68	39	**
	59%	58%	54%	65%	62%	55%	59%	57%	63%	57%	59%	58%	57%	**
				ab	b				bd					
TOTAL DISAGREE	407	136	169	100	197	207	122	118	74	90	337	39	21	**
	30%	33%	34%	23%	29%	32%	32%	31%	27%	30%	30%	34%	31%	**
		c	c			a	c							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Agree strongly	360	71	147	84	122	187
	27%	29%	28%	24%	30%	26%
		c	c		b	
Agree slightly	429	77	164	123	126	230
	32%	32%	32%	35%	31%	32%
Disagree slightly	234	42	89	58	65	128
	17%	17%	17%	17%	16%	18%
Disagree strongly	173	26	67	53	46	106
	13%	11%	13%	15%	11%	15%
				a		a
Don't know	151	25	53	32	47	77
	11%	10%	10%	9%	11%	11%
TOTAL AGREE	788	147	311	206	249	417
	59%	61%	60%	59%	61%	57%
TOTAL DISAGREE	407	68	156	111	111	234
	30%	28%	30%	32%	27%	32%
						a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Agree strongly	489	443	46	473	16	283	207	65	129	141	14	45	163
	36%	38%	25%	38%	15%	34%	40%	30%	41%	42%	24%	27%	33%
		b		b			ac		cde	cde			cd
Agree slightly	477	407	70	437	40	307	170	91	105	115	20	66	176
	35%	35%	37%	35%	37%	37%	33%	42%	33%	34%	35%	40%	36%
						b		b				a	
Disagree slightly	219	181	38	192	27	146	74	37	45	44	11	32	88
	16%	16%	20%	15%	25%	17%	14%	17%	14%	13%	19%	20%	18%
			a		a	b						ab	ab
Disagree strongly	103	78	24	84	18	69	33	19	22	19	11	14	38
	8%	7%	13%	7%	17%	8%	6%	9%	7%	6%	19%	9%	8%
			a		a						abde		
Don't know	58	49	9	52	6	28	30	7	12	14	3	7	23
	4%	4%	5%	4%	5%	3%	6%	3%	4%	4%	4%	4%	5%
							ac						
TOTAL AGREE	967	850	117	910	56	590	376	156	234	255	34	111	339
	72%	73%	62%	73%	52%	71%	73%	71%	75%	77%	58%	67%	69%
		b		b					cde	cde		c	c
TOTAL DISAGREE	322	260	62	276	46	215	107	56	67	64	22	47	126
	24%	22%	33%	22%	43%	26%	21%	26%	21%	19%	37%	28%	26%
			a		a	b		b			abde	ab	ab

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Agree strongly	489	84	83	60	53	55	26	51	12	15	40	156	178	374	114	41
	36%	28%	37%	31%	38%	52%	30%	55%	24%	28%	25%	30%	39%	33%	53%	63%
			ach		ah	abcdfhi		abcdfhi					abd	a	abcd	abcde
Agree slightly	477	112	76	61	58	36	32	28	19	21	60	197	163	420	57	14
	35%	38%	34%	32%	41%	33%	37%	30%	39%	39%	38%	38%	36%	37%	26%	22%
		c			cg						ef	ef	ef	ef		
Disagree slightly	219	64	33	43	22	8	12	9	9	10	36	97	63	196	23	3
	16%	22%	15%	22%	15%	8%	14%	9%	18%	19%	23%	19%	14%	17%	11%	4%
		bdefg	e	bdefg	e		e		eg	eg	cdef	cef	f	cef	f	
Disagree strongly	103	25	16	21	5	4	12	2	5	5	13	41	36	89	12	5
	8%	8%	7%	11%	3%	3%	14%	2%	11%	10%	8%	8%	8%	8%	6%	7%
		deg	dg	bdeg			abdeg		deg	deg						
Don't know	58	10	14	8	4	4	4	2	4	2	9	22	17	48	9	3
	4%	3%	6%	4%	3%	4%	5%	3%	7%	4%	6%	4%	4%	4%	4%	4%
			ad						d							
TOTAL AGREE	967	196	160	121	111	91	57	79	31	36	100	353	340	794	170	55
	72%	66%	72%	62%	78%	85%	68%	86%	63%	67%	64%	69%	75%	70%	79%	84%
			c		abcfhi	abcfhi		abcdfhi					abd	a	abcd	abcd
TOTAL DISAGREE	322	89	49	65	27	12	23	11	14	15	48	137	100	285	35	7
	24%	30%	22%	33%	19%	11%	28%	12%	29%	29%	31%	27%	22%	25%	16%	11%
		bdeg	eg	bdeg	eg		deg		deg	deg	cdef	cef	ef	cef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Agree strongly	489	123	161	204	240	246	119	133	106	124	401	52	21	**
	36%	30%	33%	46%	35%	38%	32%	35%	39%	42%	36%	45%	31%	**
				ab					a	ab		ac		
Agree slightly	477	151	192	134	262	212	156	127	84	102	403	37	27	**
	35%	37%	39%	31%	38%	33%	41%	34%	31%	34%	36%	32%	40%	**
		c	c		b		bcd							
Disagree slightly	219	87	76	56	110	108	63	76	43	36	186	16	11	**
	16%	21%	16%	13%	16%	17%	17%	20%	16%	12%	17%	14%	16%	**
		bc					d	cd						
Disagree strongly	103	33	37	32	52	50	29	27	26	20	88	8	6	**
	8%	8%	8%	7%	8%	8%	8%	7%	9%	7%	8%	7%	8%	**
Don't know	58	18	25	14	26	32	10	14	16	15	47	4	3	**
	4%	4%	5%	3%	4%	5%	3%	4%	6%	5%	4%	4%	4%	**
									a	a				
TOTAL AGREE	967	274	352	339	502	458	275	260	191	226	804	89	49	**
	72%	67%	72%	77%	73%	71%	73%	69%	69%	76%	71%	76%	71%	**
			a	ab						bc				
TOTAL DISAGREE	322	119	114	87	162	158	92	104	68	56	275	23	17	**
	24%	29%	23%	20%	23%	24%	24%	27%	25%	19%	24%	20%	25%	**
		bc					d	d	d					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Agree strongly	489	84	212	113	163	261
	36%	35%	41%	32%	40%	36%
			ac		b	
Agree slightly	477	91	165	137	132	265
	35%	38%	32%	39%	33%	36%
		b		b		
Disagree slightly	219	34	81	65	67	113
	16%	14%	16%	19%	16%	16%
				a		
Disagree strongly	103	18	39	27	31	58
	8%	8%	8%	8%	8%	8%
Don't know	58	12	23	8	14	31
	4%	5%	4%	2%	3%	4%
		c	c			
TOTAL AGREE	967	175	377	250	296	526
	72%	73%	72%	71%	73%	72%
TOTAL DISAGREE	322	53	120	92	98	171
	24%	22%	23%	26%	24%	23%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Agree strongly	402	354	48	376	25	219	183	58	97	104	15	43	148
	30%	31%	25%	30%	23%	26%	36%	26%	31%	31%	26%	26%	30%
		b		b			ac						
Agree slightly	500	425	75	455	45	317	182	83	111	119	23	67	182
	37%	37%	40%	37%	42%	38%	36%	38%	36%	36%	39%	41%	37%
Disagree slightly	235	206	29	219	16	162	73	46	53	52	9	26	96
	17%	18%	15%	18%	15%	19%	14%	21%	17%	16%	16%	16%	20%
						b		b					
Disagree strongly	133	111	21	122	10	93	39	21	35	40	6	19	35
	10%	10%	11%	10%	10%	11%	8%	9%	11%	12%	10%	12%	7%
						b			e	e		e	
Don't know	78	63	15	67	12	42	36	11	18	18	6	10	27
	6%	5%	8%	5%	11%	5%	7%	5%	6%	5%	10%	6%	6%
			a		a		a						
TOTAL AGREE	901	779	122	831	70	536	365	141	208	224	37	110	329
	67%	67%	65%	67%	65%	64%	71%	64%	66%	67%	64%	67%	68%
							ac						
TOTAL DISAGREE	367	317	50	341	26	255	112	67	87	92	15	45	131
	27%	27%	27%	28%	24%	31%	22%	30%	28%	28%	26%	27%	27%
						b		b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Agree strongly	402	90	59	56	35	41	21	37	10	16	43	118	136	297	104	38
	30%	31%	27%	29%	24%	39%	25%	40%	21%	29%	27%	23%	30%	26%	48%	59%
		h				abcdfh		abcdfh					b	b	abcd	abcde
Agree slightly	500	112	87	69	56	36	32	29	24	20	61	202	166	429	69	16
	37%	38%	39%	35%	39%	33%	38%	32%	49%	38%	39%	39%	36%	38%	32%	25%
									aceg		ef	ef	f	ef		
Disagree slightly	235	49	37	34	35	18	14	14	7	11	34	101	79	214	20	5
	17%	17%	17%	18%	25%	17%	17%	15%	15%	21%	22%	20%	17%	19%	9%	7%
					abcefgh						ef	ef	ef	ef		
Disagree strongly	133	28	23	25	11	7	10	6	3	4	11	63	46	120	12	1
	10%	9%	10%	13%	8%	6%	12%	7%	6%	8%	7%	12%	10%	11%	5%	2%
				deg			e					aef	ef	aef		
Don't know	78	16	16	10	5	5	7	6	4	2	8	28	30	66	11	4
	6%	6%	7%	5%	3%	5%	8%	6%	8%	4%	5%	6%	7%	6%	5%	6%
			d				d		d							
TOTAL AGREE	901	202	146	125	90	77	53	66	34	36	104	320	302	726	172	55
	67%	68%	66%	65%	64%	72%	63%	72%	70%	67%	66%	62%	66%	64%	80%	84%
															abcd	abcd
TOTAL DISAGREE	367	77	60	59	47	25	24	20	10	16	45	165	125	334	32	6
	27%	26%	27%	30%	33%	23%	29%	22%	21%	29%	28%	32%	27%	30%	15%	10%
				g	aegh						ef	cef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Agree strongly	402	97	132	172	203	198	96	93	88	121	333	36	21	**
	30%	24%	27%	39%	29%	31%	25%	25%	32%	41%	30%	31%	31%	**
				ab					ab	abc				
Agree slightly	500	167	177	153	263	232	147	151	100	91	422	40	25	**
	37%	41%	36%	35%	38%	36%	39%	40%	36%	31%	37%	34%	37%	**
		bc					d	d	d					
Disagree slightly	235	86	92	56	120	112	76	74	37	44	195	19	12	**
	17%	21%	19%	13%	17%	17%	20%	20%	14%	15%	17%	17%	17%	**
		c	c				cd	cd						
Disagree strongly	133	38	61	33	70	62	43	38	29	21	116	11	5	**
	10%	9%	12%	7%	10%	10%	12%	10%	10%	7%	10%	9%	7%	**
			ac				d	d	d					
Don't know	78	22	29	26	34	44	14	21	21	20	61	10	5	**
	6%	5%	6%	6%	5%	7%	4%	6%	8%	7%	5%	9%	8%	**
						a			a	a		a		
TOTAL AGREE	901	264	309	325	466	429	243	244	188	213	755	76	46	**
	67%	64%	63%	74%	68%	66%	65%	65%	68%	71%	67%	66%	68%	**
				ab						ab				
TOTAL DISAGREE	367	124	153	89	190	174	119	113	66	65	310	30	17	**
	27%	30%	31%	20%	28%	27%	32%	30%	24%	22%	28%	26%	25%	**
		c	c				cd	cd						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Agree strongly	402	89	159	85	138	201
	30%	37%	31%	24%	34%	28%
		bc	c		b	
Agree slightly	500	77	193	144	143	287
	37%	32%	37%	41%	35%	39%
			a	a		a
Disagree slightly	235	44	85	66	68	125
	17%	18%	16%	19%	17%	17%
Disagree strongly	133	14	52	41	37	75
	10%	6%	10%	12%	9%	10%
			a	a		
Don't know	78	16	31	13	21	40
	6%	7%	6%	4%	5%	5%
		c	c			
TOTAL AGREE	901	166	352	229	281	488
	67%	69%	68%	66%	69%	67%
TOTAL DISAGREE	367	58	137	107	105	200
	27%	24%	26%	31%	26%	27%
				ab		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Agree strongly	190 14%	168 15%	21 11%	174 14%	16 14%	116 14%	74 14%	36 16%	29 9%	35 11%	9 15% a	20 12%	96 20% abd
Agree slightly	327 24%	278 24%	49 26%	296 24%	31 28%	198 24%	129 25%	57 26%	63 20%	66 20%	15 26%	41 25%	143 29% ab
Disagree slightly	358 27%	309 27%	49 26%	330 27%	28 26%	240 29% b	118 23%	62 28% b	100 32% e	96 29% e	14 24%	47 28% e	104 21%
Disagree strongly	375 28%	321 28%	54 29%	349 28%	26 24%	234 28%	141 27%	54 24%	96 31% e	108 32% e	15 26%	47 28% e	113 23%
Don't know	97 7%	83 7%	14 7%	90 7%	7 6%	46 6%	51 10% ac	11 5%	25 8%	28 8%	4 8%	10 6%	31 6%
TOTAL AGREE	516 38%	446 38%	71 38%	470 38%	46 43%	314 38%	203 40%	93 42%	93 30%	101 30%	24 41% ab	61 37% ab	240 49% abd
TOTAL DISAGREE	733 54%	630 54%	103 55%	679 55%	55 51%	474 57% b	259 51%	115 53%	196 62% cde	204 61% ce	30 51%	94 57% e	217 45%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Agree strongly	190	36	31	36	21	13	18	14	7	5	37	73	55	165	24	12
	14%	12%	14%	18%	15%	12%	21%	16%	15%	9%	23%	14%	12%	15%	11%	19%
				aei			abei				bcde			e		ce
Agree slightly	327	80	59	45	39	21	19	15	17	13	47	155	92	294	32	6
	24%	27%	26%	23%	28%	19%	23%	16%	35%	25%	30%	30%	20%	26%	15%	10%
		eg	eg		eg				cefg		cef	cdef	ef	cef		
Disagree slightly	358	86	65	47	34	28	22	23	12	14	37	134	134	306	52	13
	27%	29%	29%	24%	24%	26%	26%	25%	25%	26%	24%	26%	29%	27%	24%	20%
													aef			
Disagree strongly	375	73	49	54	41	37	20	34	10	17	30	118	144	292	81	24
	28%	25%	22%	28%	29%	34%	23%	37%	20%	32%	19%	23%	31%	26%	38%	36%
				b	b	abfh		abcfh		bh			abd	a	abcd	abd
Don't know	97	21	19	12	7	9	6	5	3	4	6	33	31	70	26	10
	7%	7%	9%	6%	5%	9%	7%	6%	6%	8%	4%	6%	7%	6%	12%	15%
			d										a		abcd	abcd
TOTAL AGREE	516	116	90	81	60	33	37	30	24	18	84	227	148	459	56	19
	38%	39%	40%	42%	42%	31%	44%	32%	50%	34%	53%	44%	32%	41%	26%	29%
		e	e	eg	eg		eg		aegi		bcdef	cdef	e	cef		
TOTAL DISAGREE	733	159	113	101	75	65	42	57	22	31	68	253	278	598	133	37
	54%	54%	51%	52%	53%	60%	49%	62%	45%	58%	43%	49%	61%	53%	62%	56%
						bfh		abcfh		h		a	abd	ab	abd	a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Agree strongly	190	80	60	48	95	94	49	53	42	44	163	18	5	**
	14%	20%	12%	11%	14%	15%	13%	14%	15%	15%	14%	16%	8%	**
		bc									c	c		
Agree slightly	327	128	121	78	175	147	88	105	67	61	275	23	17	**
	24%	31%	25%	18%	25%	23%	23%	28%	24%	21%	24%	20%	26%	**
		bc	c					d						
Disagree slightly	358	98	137	123	178	179	108	99	80	69	306	28	15	**
	27%	24%	28%	28%	26%	28%	29%	26%	29%	23%	27%	24%	22%	**
			a	a			d		d					
Disagree strongly	375	84	138	152	193	182	112	99	69	90	304	39	23	**
	28%	20%	28%	34%	28%	28%	30%	26%	25%	30%	27%	34%	34%	**
			a	ab						c		a		
Don't know	97	22	34	40	50	45	19	22	18	34	79	8	7	**
	7%	5%	7%	9%	7%	7%	5%	6%	6%	11%	7%	7%	11%	**
				a						abc				
TOTAL AGREE	516	208	181	126	270	241	138	158	109	105	437	41	23	**
	38%	51%	37%	29%	39%	37%	37%	42%	39%	35%	39%	35%	33%	**
		bc	c					ad						
TOTAL DISAGREE	733	181	275	275	370	360	220	198	149	158	610	67	38	**
	54%	44%	56%	62%	54%	56%	58%	52%	54%	53%	54%	57%	56%	**
			a	ab			b							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Agree strongly	190	41	75	31	64	85
	14%	17%	14%	9%	16%	12%
		c	c		b	
Agree slightly	327	64	122	83	101	172
	24%	27%	24%	24%	25%	24%
Disagree slightly	358	57	137	110	99	209
	27%	24%	26%	31%	24%	29%
				ab		a
Disagree strongly	375	62	151	106	113	214
	28%	26%	29%	30%	28%	29%
Don't know	97	15	34	20	29	48
	7%	6%	7%	6%	7%	7%
TOTAL AGREE	516	105	197	114	165	257
	38%	44%	38%	33%	41%	35%
		bc	c		b	
TOTAL DISAGREE	733	120	288	215	212	423
	54%	50%	55%	62%	52%	58%
			a	ab		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Very confident	425	380	45	402	23	243	182	66	112	117	15	42	143
	32%	33%	24%	32%	21%	29%	35%	30%	36%	35%	26%	25%	29%
		b		b			ac		cde	cde			
Fairly confident	629	531	98	571	58	408	220	104	138	144	29	85	236
	47%	46%	52%	46%	54%	49%	43%	47%	44%	43%	50%	52%	48%
			a		a	b						ab	
Not very confident	197	166	32	178	20	126	71	33	39	48	9	28	75
	15%	14%	17%	14%	18%	15%	14%	15%	12%	14%	15%	17%	15%
												a	
Not at all confident	57	48	9	50	7	36	20	13	14	14	4	6	19
	4%	4%	5%	4%	6%	4%	4%	6%	4%	4%	6%	4%	4%
Don't know	39	35	5	38	1	19	20	4	10	10	2	4	14
	3%	3%	3%	3%	1%	2%	4%	2%	3%	3%	3%	2%	3%
				b			ac						
TOTAL CONFIDENT	1053	911	143	973	81	651	402	170	251	261	44	127	379
	78%	79%	76%	79%	75%	78%	78%	77%	80%	78%	76%	77%	78%
TOTAL NOT CONFIDENT	254	214	40	228	26	163	91	46	53	62	13	34	94
	19%	18%	22%	18%	24%	20%	18%	21%	17%	19%	22%	21%	19%
					a								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Very confident	425	80	67	51	44	42	14	49	12	20	38	155	149	342	81	30
	32%	27%	30%	26%	31%	39%	17%	53%	24%	37%	24%	30%	33%	30%	38%	47%
		f	f	f	f	abcfh		abcdefhi		acfh		a	a	a	abd	abcd
Fairly confident	629	149	99	92	65	51	44	34	22	26	84	239	210	533	95	27
	47%	51%	45%	48%	46%	47%	52%	37%	45%	49%	53%	47%	46%	47%	44%	42%
		g		g	g	g	g			g	bcdef					
Not very confident	197	48	35	35	23	10	15	4	11	5	22	88	63	173	24	5
	15%	16%	16%	18%	16%	9%	17%	4%	23%	9%	14%	17%	14%	15%	11%	7%
		egi	eg	egi	eg		egi		egi		f	cef	f	ef		
Not at all confident	57	10	12	11	6	4	7	2	2	1	8	20	20	48	8	2
	4%	3%	6%	6%	4%	3%	8%	2%	5%	3%	5%	4%	4%	4%	4%	2%
			g	g			adegi									
Don't know	39	8	9	5	3	2	5	4	1	1	5	11	14	31	7	1
	3%	3%	4%	2%	2%	1%	6%	4%	3%	2%	3%	2%	3%	3%	3%	2%
							acde									
TOTAL CONFIDENT	1053	229	166	143	110	92	58	82	34	46	122	394	359	875	176	57
	78%	78%	75%	74%	77%	86%	69%	90%	69%	86%	78%	77%	79%	78%	82%	89%
		f			f	abcdfh		abcdfh		abcfh					bd	abcd
TOTAL NOT CONFIDENT	254	58	47	46	29	13	22	6	14	7	30	108	84	221	32	6
	19%	20%	21%	24%	20%	12%	26%	6%	28%	12%	19%	21%	18%	20%	15%	10%
		egi	egi	egi	egi	g	egi		egi		f	ef	f	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Very confident	425	111	160	152	217	205	102	106	92	119	354	36	24	**
	32%	27%	33%	35%	31%	32%	27%	28%	33%	40%	31%	31%	36%	**
			a	a					ab	abc				
Fairly confident	629	205	221	201	324	299	191	180	135	113	531	49	31	**
	47%	50%	45%	46%	47%	46%	51%	48%	49%	38%	47%	42%	46%	**
		b					d	d	d					
Not very confident	197	70	71	56	98	98	59	65	32	41	162	19	12	**
	15%	17%	14%	13%	14%	15%	16%	17%	12%	14%	14%	17%	17%	**
		c					c	c						
Not at all confident	57	14	26	16	30	26	17	13	11	13	47	6	1	**
	4%	3%	5%	4%	4%	4%	4%	3%	4%	5%	4%	6%	1%	**
												c		
Don't know	39	11	12	15	21	18	9	13	6	11	33	6	*	**
	3%	3%	2%	3%	3%	3%	2%	3%	2%	4%	3%	5%	1%	**
												c		
TOTAL CONFIDENT	1053	316	382	353	541	505	292	286	226	232	885	85	55	**
	78%	77%	78%	80%	78%	78%	78%	76%	82%	78%	79%	73%	81%	**
									ab		b			
TOTAL NOT CONFIDENT	254	84	96	73	129	125	75	78	43	54	209	26	13	**
	19%	20%	20%	17%	19%	19%	20%	21%	16%	18%	19%	22%	18%	**
		c					c	c						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Very confident	425	85	170	102	137	230
	32%	35%	33%	29%	34%	32%
		c				
Fairly confident	629	110	239	169	181	344
	47%	46%	46%	48%	45%	47%
Not very confident	197	31	83	50	56	108
	15%	13%	16%	14%	14%	15%
Not at all confident	57	9	18	19	20	28
	4%	4%	3%	5%	5%	4%
				b		
Don't know	39	5	10	9	13	17
	3%	2%	2%	3%	3%	2%
TOTAL CONFIDENT	1053	195	409	271	318	574
	78%	81%	79%	78%	78%	79%
TOTAL NOT CONFIDENT	254	40	101	69	76	136
	19%	17%	19%	20%	19%	19%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Yes - in the last 6 months	97	79	17	87	9	97	-	97	15	10	6	15	53
	7%	7%	9%	7%	9%	12%	-%	44%	5%	3%	10%	9%	11%
						b		ab			ab	ab	ab
Yes - 7 to 12 months ago	122	108	14	115	7	122	-	122	22	25	3	12	62
	9%	9%	8%	9%	6%	15%	-%	56%	7%	8%	6%	7%	13%
						b		ab					abcd
Yes – 13 to 18 months ago	108	88	20	96	12	108	-	-	20	17	7	16	50
	8%	8%	11%	8%	11%	13%	-%	-%	6%	5%	11%	10%	10%
			a			bc					ab	ab	ab
Yes – 1.5 to 2 years ago	88	72	16	81	8	88	-	-	17	20	5	15	32
	7%	6%	9%	7%	7%	11%	-%	-%	6%	6%	8%	9%	7%
			a			bc						a	
Yes – 2 to 3 years ago	92	69	23	77	15	92	-	-	25	20	6	19	26
	7%	6%	12%	6%	14%	11%	-%	-%	8%	6%	10%	11%	5%
			a		a	bc			e		e	abe	
Yes – More than 3 years ago	326	279	47	297	29	326	-	-	98	96	16	37	81
	24%	24%	25%	24%	27%	39%	-%	-%	31%	29%	28%	23%	17%
						bc			de	de	e	e	
No – never changed provider	513	463	50	485	28	-	513	-	117	146	16	51	184
	38%	40%	27%	39%	26%	-%	100%	-%	37%	44%	27%	31%	38%
		b		b			ac		cd	acde			cd

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Yes - in the last 6 months	97	12	9	12	13	2	8	8	11	7	29	34	25	88	8	2
	7%	4%	4%	6%	9%	2%	10%	9%	23%	14%	18%	7%	6%	8%	4%	2%
				e	abe		abe	abe	abcdefg	abce	bcdef	ef		cef		
Yes - 7 to 12 months ago	122	20	19	20	10	7	8	7	4	9	21	62	29	113	9	4
	9%	7%	9%	10%	7%	6%	9%	8%	9%	16%	13%	12%	6%	10%	4%	6%
				a						abdeg	cef	cef		ce		
Yes – 13 to 18 months ago	108	18	9	16	15	4	8	12	7	10	20	49	30	99	9	2
	8%	6%	4%	8%	11%	4%	9%	13%	14%	19%	13%	10%	7%	9%	4%	4%
				be	abe		be	abe	abe	abcdef	cdef	cef	e	cef		
Yes – 1.5 to 2 years ago	88	18	12	12	7	7	5	6	4	6	13	32	29	74	15	4
	7%	6%	5%	6%	5%	7%	5%	7%	9%	12%	9%	6%	6%	7%	7%	6%
										abcdf						
Yes – 2 to 3 years ago	92	17	11	7	7	9	9	9	4	9	11	31	35	77	15	6
	7%	6%	5%	3%	5%	9%	10%	10%	8%	17%	7%	6%	8%	7%	7%	10%
						bc	abcd	abcd	c	abcde						
Yes – More than 3 years ago	326	63	55	39	41	40	22	26	12	6	13	121	131	265	60	13
	24%	21%	25%	20%	29%	37%	26%	29%	24%	11%	8%	24%	29%	24%	28%	20%
		i	i	i	aci	abcfhi	i	aci	i			a	abdf	a	ad	a
No – never changed provider	513	146	108	87	49	38	26	23	6	6	50	183	178	411	98	34
	38%	50%	48%	45%	35%	35%	31%	25%	13%	11%	32%	36%	39%	36%	46%	52%
		defghi	defghi	defghi	ghi	ghi	hi	hi					a		abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Yes - in the last 6 months	97	48	27	22	49	48	27	24	22	20	82	9	5	**
	7%	12%	5%	5%	7%	7%	7%	6%	8%	7%	7%	7%	7%	**
		bc												
Yes - 7 to 12 months ago	122	55	42	25	69	53	39	36	21	27	105	9	6	**
	9%	14%	9%	6%	10%	8%	10%	9%	8%	9%	9%	7%	8%	**
		bc	c											
Yes – 13 to 18 months ago	108	44	43	21	57	50	27	40	23	17	95	4	7	**
	8%	11%	9%	5%	8%	8%	7%	11%	8%	6%	8%	4%	11%	**
		c	c					ad			b		b	
Yes – 1.5 to 2 years ago	88	34	26	28	46	42	27	23	22	17	73	10	3	**
	7%	8%	5%	6%	7%	6%	7%	6%	8%	6%	6%	9%	5%	**
		b												
Yes – 2 to 3 years ago	92	25	37	30	49	42	29	24	20	18	73	8	8	**
	7%	6%	8%	7%	7%	7%	8%	6%	7%	6%	6%	7%	12%	**
													a	
Yes – More than 3 years ago	326	64	134	128	171	152	98	104	56	59	277	28	15	**
	24%	16%	27%	29%	25%	24%	26%	27%	20%	20%	25%	24%	21%	**
			a	a			cd	cd						
No – never changed provider	513	141	183	186	249	260	128	127	111	140	422	49	24	**
	38%	34%	37%	42%	36%	40%	34%	34%	41%	47%	38%	42%	35%	**
				ab		a			ab	abc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Yes - in the last 6 months	97	23	33	20	31	52
	7%	10%	6%	6%	8%	7%
		bc				
Yes - 7 to 12 months ago	122	23	47	31	44	56
	9%	10%	9%	9%	11%	8%
					b	
Yes – 13 to 18 months ago	108	31	39	21	45	39
	8%	13%	7%	6%	11%	5%
		bc			b	
Yes – 1.5 to 2 years ago	88	12	34	25	27	46
	7%	5%	7%	7%	7%	6%
Yes – 2 to 3 years ago	92	17	32	31	22	53
	7%	7%	6%	9%	6%	7%
				b		
Yes – More than 3 years ago	326	38	131	109	81	208
	24%	16%	25%	31%	20%	29%
			a	ab		a
No – never changed provider	513	96	203	113	157	275
	38%	40%	39%	32%	39%	38%
		c	c			

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	458	370	88	413	45	458	-	458	98	56	24	78	209
Effective Weighted Sample	343	278	76	309	41	343	-	343	92	54	22	66	148
Total	219	187	32	203	16	219	-	219	36	35	9	27	115
O2	35	29	**	31	**	35	**	35	**	**	**	**	16
	16%	16%	**	16%	**	16%	**	16%	**	**	**	**	14%
EE	34	28	**	30	**	34	**	34	**	**	**	**	16
	15%	15%	**	15%	**	15%	**	15%	**	**	**	**	14%
'3' / Three	30	26	**	27	**	30	**	30	**	**	**	**	17
	14%	14%	**	14%	**	14%	**	14%	**	**	**	**	15%
Vodafone	26	21	**	25	**	26	**	26	**	**	**	**	11
	12%	11%	**	12%	**	12%	**	12%	**	**	**	**	10%
Virgin Media	16	14	**	14	**	16	**	16	**	**	**	**	7
	7%	8%	**	7%	**	7%	**	7%	**	**	**	**	6%
GiffGaff	13	13	**	13	**	13	**	13	**	**	**	**	10
	6%	7%	**	6%	**	6%	**	6%	**	**	**	**	9%
BT	12	9	**	11	**	12	**	12	**	**	**	**	7
	6%	5%	**	5%	**	6%	**	6%	**	**	**	**	6%
Tesco Mobile	11	8	**	10	**	11	**	11	**	**	**	**	5
	5%	4%	**	5%	**	5%	**	5%	**	**	**	**	5%
iD Mobile	8	8	**	8	**	8	**	8	**	**	**	**	6
	4%	4%	**	4%	**	4%	**	4%	**	**	**	**	6%
Sky	5	5	**	5	**	5	**	5	**	**	**	**	3
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	3%
Lebara	4	3	**	4	**	4	**	4	**	**	**	**	3
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	3%
TalkTalk	3	3	**	3	**	3	**	3	**	**	**	**	2
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	2%
Plusnet	3	3	**	3	**	3	**	3	**	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%
Smarty	2	2	**	2	**	2	**	2	**	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	458	370	88	413	45	458	-	458	98	56	24	78	209
Effective Weighted Sample	343	278	76	309	41	343	-	343	92	54	22	66	148
Total	219	187	32	203	16	219	-	219	36	35	9	27	115
Lycamobile	2	2	**	2	**	2	**	2	**	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%
Asda Mobile	2	1	**	1	**	2	**	2	**	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%
Talkmobile	*	-	**	*	**	*	**	*	**	**	**	**	-
	*%	-%	**	*%	**	*%	**	*%	**	**	**	**	-%
POP Telecom	*	-	**	-	**	*	**	*	**	**	**	**	-
	*%	-%	**	-%	**	*%	**	*%	**	**	**	**	-%
Other supplier	13	12	**	13	**	13	**	13	**	**	**	**	6
	6%	6%	**	6%	**	6%	**	6%	**	**	**	**	5%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	c	d	~e	~f
Unweighted total	458	74	58	74	42	17	34	30	30	36	103	198	116	417	39	12
Effective Weighted Sample	343	58	36	58	30	14	27	24	24	29	76	141	98	313	28	6
Total	219	33	28	33	23	9	16	15	16	16	50	96	55	201	18	6
O2	35	**	**	**	**	**	**	**	**	**	7	15	8	30	**	**
	16%	**	**	**	**	**	**	**	**	**	15%	15%	14%	15%	**	**
EE	34	**	**	**	**	**	**	**	**	**	10	15	6	31	**	**
	15%	**	**	**	**	**	**	**	**	**	20%	15%	11%	15%	**	**
'3' / Three	30	**	**	**	**	**	**	**	**	**	5	17	7	29	**	**
	14%	**	**	**	**	**	**	**	**	**	10%	18%	13%	14%	**	**
Vodafone	26	**	**	**	**	**	**	**	**	**	6	12	6	23	**	**
	12%	**	**	**	**	**	**	**	**	**	12%	12%	10%	12%	**	**
Virgin Media	16	**	**	**	**	**	**	**	**	**	3	3	7	13	**	**
	7%	**	**	**	**	**	**	**	**	**	6%	3%	13%	6%	**	**
													bd			
GiffGaff	13	**	**	**	**	**	**	**	**	**	3	9	1	13	**	**
	6%	**	**	**	**	**	**	**	**	**	6%	10%	2%	7%	**	**
												c		c		
BT	12	**	**	**	**	**	**	**	**	**	4	4	3	11	**	**
	6%	**	**	**	**	**	**	**	**	**	8%	5%	6%	6%	**	**
Tesco Mobile	11	**	**	**	**	**	**	**	**	**	2	4	4	11	**	**
	5%	**	**	**	**	**	**	**	**	**	5%	4%	8%	5%	**	**
iD Mobile	8	**	**	**	**	**	**	**	**	**	4	2	2	8	**	**
	4%	**	**	**	**	**	**	**	**	**	7%	2%	4%	4%	**	**
											b					
Sky	5	**	**	**	**	**	**	**	**	**	2	2	1	5	**	**
	2%	**	**	**	**	**	**	**	**	**	4%	2%	3%	3%	**	**
Lebara	4	**	**	**	**	**	**	**	**	**	*	4	-	4	**	**
	2%	**	**	**	**	**	**	**	**	**	*%	4%	-%	2%	**	**
												c				
TalkTalk	3	**	**	**	**	**	**	**	**	**	*	2	1	3	**	**
	2%	**	**	**	**	**	**	**	**	**	*%	3%	2%	2%	**	**
Plusnet	3	**	**	**	**	**	**	**	**	**	1	*	2	2	**	**
	1%	**	**	**	**	**	**	**	**	**	1%	*%	3%	1%	**	**
													b			

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	c	d	~e	~f
Unweighted total	458	74	58	74	42	17	34	30	30	36	103	198	116	417	39	12
Effective Weighted Sample	343	58	36	58	30	14	27	24	24	29	76	141	98	313	28	6
Total	219	33	28	33	23	9	16	15	16	16	50	96	55	201	18	6
Smarty	2	**	**	**	**	**	**	**	**	**	*	2	*	2	**	**
	1%	**	**	**	**	**	**	**	**	**	*%	2%	*%	1%	**	**
Lycamobile	2	**	**	**	**	**	**	**	**	**	*	1	*	2	**	**
	1%	**	**	**	**	**	**	**	**	**	*%	1%	1%	1%	**	**
Asda Mobile	2	**	**	**	**	**	**	**	**	**	1	*	1	2	**	**
	1%	**	**	**	**	**	**	**	**	**	1%	*%	1%	1%	**	**
Talkmobile	*	**	**	**	**	**	**	**	**	**	-	*	-	*	**	**
	*%	**	**	**	**	**	**	**	**	**	-%	*%	-%	*%	**	**
POP Telecom	*	**	**	**	**	**	**	**	**	**	-	*	-	*	**	**
	*%	**	**	**	**	**	**	**	**	**	-%	*%	-%	*%	**	**
Other supplier	13	**	**	**	**	**	**	**	**	**	3	3	5	10	**	**
	6%	**	**	**	**	**	**	**	**	**	5%	3%	9%	5%	**	**
													b			

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	458	216	140	100	248	208	133	135	90	96	389	37	23	9
Effective Weighted Sample	343	149	114	81	186	156	108	91	72	69	286	31	20	8
Total	219	103	68	46	118	100	67	60	43	47	187	17	11	5
O2	35	14	12	8	14	20	10	8	**	**	28	**	**	**
	16%	14%	17%	18%	11%	20%	15%	14%	**	**	15%	**	**	**
						a								
EE	34	20	7	6	20	13	14	8	**	**	29	**	**	**
	15%	19%	10%	13%	17%	13%	21%	13%	**	**	16%	**	**	**
		b												
'3' / Three	30	13	13	4	18	12	7	6	**	**	27	**	**	**
	14%	12%	19%	10%	15%	12%	10%	10%	**	**	14%	**	**	**
Vodafone	26	12	8	6	14	12	9	9	**	**	24	**	**	**
	12%	12%	12%	12%	12%	12%	14%	14%	**	**	13%	**	**	**
Virgin Media	16	4	5	7	9	7	5	5	**	**	13	**	**	**
	7%	4%	7%	15%	7%	7%	8%	8%	**	**	7%	**	**	**
				ab										
GiffGaff	13	9	4	*	8	6	3	8	**	**	12	**	**	**
	6%	9%	6%	*%	7%	6%	4%	13%	**	**	7%	**	**	**
		c	c					a						
BT	12	7	3	2	7	5	5	1	**	**	11	**	**	**
	6%	7%	5%	4%	6%	5%	7%	2%	**	**	6%	**	**	**
							b							
Tesco Mobile	11	5	4	2	7	4	3	4	**	**	8	**	**	**
	5%	5%	6%	5%	6%	4%	4%	6%	**	**	4%	**	**	**
iD Mobile	8	5	2	2	6	2	2	1	**	**	6	**	**	**
	4%	5%	2%	4%	5%	2%	4%	2%	**	**	3%	**	**	**
Sky	5	2	2	1	2	3	1	2	**	**	4	**	**	**
	2%	2%	2%	2%	2%	3%	1%	4%	**	**	2%	**	**	**
Lebara	4	2	2	-	1	2	1	-	**	**	4	**	**	**
	2%	1%	3%	-%	1%	2%	2%	-%	**	**	2%	**	**	**
TalkTalk	3	2	1	*	2	1	-	1	**	**	3	**	**	**
	2%	2%	2%	1%	2%	1%	-%	1%	**	**	2%	**	**	**
Plusnet	3	1	1	1	2	1	1	1	**	**	2	**	**	**
	1%	1%	2%	2%	1%	1%	2%	2%	**	**	1%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	458	216	140	100	248	208	133	135	90	96	389	37	23	9
Effective Weighted Sample	343	149	114	81	186	156	108	91	72	69	286	31	20	8
Total	219	103	68	46	118	100	67	60	43	47	187	17	11	5
Smarty	2	*	2	*	1	1	*	2	**	**	2	**	**	**
	1%	*%	3%	*%	1%	1%	*%	3%	**	**	1%	**	**	**
			a											
Lycamobile	2	1	-	*	1	*	-	*	**	**	2	**	**	**
	1%	1%	-%	1%	1%	*%	-%	1%	**	**	1%	**	**	**
Asda Mobile	2	1	*	*	1	1	*	-	**	**	1	**	**	**
	1%	1%	1%	1%	1%	1%	1%	-%	**	**	1%	**	**	**
Talkmobile	*	-	*	-	*	-	*	-	**	**	*	**	**	**
	*%	-%	1%	-%	*%	-%	1%	-%	**	**	*%	**	**	**
POP Telecom	*	*	-	-	*	-	-	*	**	**	*	**	**	**
	*%	*%	-%	-%	*%	-%	-%	*%	**	**	*%	**	**	**
Other supplier	13	6	2	5	6	7	5	4	**	**	10	**	**	**
	6%	5%	3%	12%	5%	7%	7%	6%	**	**	5%	**	**	**
				ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	458	89	181	105	160	225
Effective Weighted Sample	343	65	143	75	119	170
Total	219	46	81	50	75	108
O2	35	**	14	8	14	17
	16%	**	17%	16%	18%	16%
EE	34	**	13	8	9	19
	15%	**	16%	16%	12%	18%
'3' / Three	30	**	9	7	10	14
	14%	**	12%	14%	13%	13%
Vodafone	26	**	11	9	7	17
	12%	**	13%	17%	9%	15%
Virgin Media	16	**	4	4	5	7
	7%	**	5%	8%	7%	7%
GiffGaff	13	**	6	4	3	7
	6%	**	7%	8%	5%	7%
BT	12	**	5	2	6	3
	6%	**	6%	4%	8%	3%
					b	
Tesco Mobile	11	**	4	2	5	5
	5%	**	5%	4%	6%	5%
iD Mobile	8	**	3	1	4	3
	4%	**	4%	2%	5%	2%
Sky	5	**	3	1	5	-
	2%	**	3%	1%	6%	-%
					b	
Lebara	4	**	1	-	3	1
	2%	**	1%	-%	4%	1%
					b	
TalkTalk	3	**	2	1	1	1
	2%	**	3%	1%	1%	1%
Plusnet	3	**	*	1	*	2
	1%	**	*%	2%	*%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your mobile phone service?

Base : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	458	89	181	105	160	225
Effective Weighted Sample	343	65	143	75	119	170
Total	219	46	81	50	75	108
Smarty	2	**	1	1	*	2
	1%	**	2%	1%	*%	2%
Lycamobile	2	**	*	-	-	2
	1%	**	1%	-%	-%	2%
Asda Mobile	2	**	-	-	1	-
	1%	**	-%	-%	1%	-%
Talkmobile	*	**	*	-	-	*
	*%	**	1%	-%	-%	*%
POP Telecom	*	**	-	-	*	-
	*%	**	-%	-%	*%	-%
Other supplier	13	**	4	3	2	8
	6%	**	5%	5%	3%	7%
						a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
IN THE LAST 12 MONTHS	219	187	32	203	16	219	-	219	36	35	9	27	115
	16%	16%	17%	16%	15%	26%	-%	100%	12%	10%	16%	16%	24%
						b		ab				ab	abcd
13 MONTHS - 2 YEARS AGO	196	160	36	177	19	196	-	-	37	37	11	31	82
	15%	14%	19%	14%	18%	24%	-%	-%	12%	11%	19%	19%	17%
			a			bc					ab	ab	ab
OVER 2 YEARS AGO	418	349	69	374	44	418	-	-	122	116	22	56	107
	31%	30%	37%	30%	41%	50%	-%	-%	39%	35%	38%	34%	22%
			a		a	bc			e	e	e	e	
NET: IN THE LAST 2 YEARS	415	347	68	380	36	415	-	219	74	71	20	58	197
	31%	30%	36%	31%	33%	50%	-%	100%	24%	21%	35%	35%	40%
			a			b		ab			ab	ab	ab
NEVER	513	463	50	485	28	-	513	-	117	146	16	51	184
	38%	40%	27%	39%	26%	-%	100%	-%	37%	44%	27%	31%	38%
		b		b			ac		cd	acde			cd

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
IN THE LAST 12 MONTHS	219	33	28	33	23	9	16	15	16	16	50	96	55	201	18	6
	16%	11%	13%	17%	16%	8%	19%	17%	32%	30%	32%	19%	12%	18%	8%	9%
				ae	ae		abe	ae	abcdefg	abcdefg	bcdef	cef	e	cef		
13 MONTHS - 2 YEARS AGO	196	36	21	28	22	12	12	18	11	16	33	81	59	173	23	6
	15%	12%	9%	15%	15%	11%	15%	19%	22%	31%	21%	16%	13%	15%	11%	10%
				b	b		b	abe	abe	abcdefg	bcdef	e		e		
OVER 2 YEARS AGO	418	80	66	46	48	49	30	36	16	15	24	152	166	342	76	19
	31%	27%	30%	24%	34%	46%	36%	39%	33%	28%	16%	30%	36%	30%	35%	30%
			c		ac	abcdfhi	ac	abc				a	abd	a	abd	a
NET: IN THE LAST 2 YEARS	415	69	49	61	44	20	28	33	26	33	83	178	113	374	41	12
	31%	23%	22%	32%	31%	19%	34%	36%	55%	61%	53%	35%	25%	33%	19%	18%
				abe	abe		abe	abe	abcdefg	abcdefg	bcdef	cef	e	cef		
NEVER	513	146	108	87	49	38	26	23	6	6	50	183	178	411	98	34
	38%	50%	48%	45%	35%	35%	31%	25%	13%	11%	32%	36%	39%	36%	46%	52%
		defghi	defghi	defghi	ghi	ghi	hi	hi					a		abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
IN THE LAST 12 MONTHS	219	103	68	46	118	100	67	60	43	47	187	17	11	**
	16%	25%	14%	11%	17%	16%	18%	16%	16%	16%	17%	15%	16%	**
		bc	c											
13 MONTHS - 2 YEARS AGO	196	78	69	50	103	92	53	63	44	34	168	14	11	**
	15%	19%	14%	11%	15%	14%	14%	17%	16%	11%	15%	12%	16%	**
		bc						d	d					
OVER 2 YEARS AGO	418	89	171	158	221	195	128	128	76	77	350	36	23	**
	31%	22%	35%	36%	32%	30%	34%	34%	28%	26%	31%	31%	34%	**
			a	a			cd	cd						
NET: IN THE LAST 2 YEARS	415	181	137	96	221	192	120	123	87	81	355	31	21	**
	31%	44%	28%	22%	32%	30%	32%	32%	32%	27%	31%	27%	31%	**
		bc	c					d						
NEVER	513	141	183	186	249	260	128	127	111	140	422	49	24	**
	38%	34%	37%	42%	36%	40%	34%	34%	41%	47%	38%	42%	35%	**
				ab		a			ab	abc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
IN THE LAST 12 MONTHS	219	46	81	50	75	108
	16%	19%	16%	14%	18%	15%
		c			b	
13 MONTHS - 2 YEARS AGO	196	43	73	46	72	85
	15%	18%	14%	13%	18%	12%
		bc			b	
OVER 2 YEARS AGO	418	55	163	140	103	260
	31%	23%	31%	40%	25%	36%
			a	ab		a
NET: IN THE LAST 2 YEARS	415	89	153	96	147	193
	31%	37%	30%	28%	36%	27%
		bc			b	
NEVER	513	96	203	113	157	275
	38%	40%	39%	32%	39%	38%
		c	c			

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2862	2354	508	2581	281	1786	1076	458	825	535	142	475	907
Effective Weighted Sample	2198	1796	454	1969	253	1383	816	343	780	517	136	413	596
Total	1347	1159	188	1239	108	834	513	219	313	333	58	165	487
Up to 12 months	231	198	33	214	17	219	12	219	38	37	10	28	122
	17%	17%	18%	17%	16%	26%	2%	100%	12%	11%	17%	17%	25%
						b		ab				ab	abcd
More than a year, up to 2 years	220	181	39	199	21	196	24	-	40	40	13	33	97
	16%	16%	21%	16%	20%	24%	5%	-%	13%	12%	22%	20%	20%
			a			bc	c				ab	ab	ab
More than 2 years, up to 3 years	123	97	25	105	18	92	31	-	28	25	6	22	44
	9%	8%	14%	8%	16%	11%	6%	-%	9%	8%	11%	13%	9%
			a		a	bc	c					abe	
More than 3 years, up to 5 years	180	153	27	165	15	132	48	-	48	47	10	23	54
	13%	13%	15%	13%	14%	16%	9%	-%	15%	14%	17%	14%	11%
						bc	c		e				
More than 5 years, up to 10 years	249	221	28	231	19	127	122	-	66	71	10	26	76
	19%	19%	15%	19%	17%	15%	24%	-%	21%	21%	18%	16%	16%
		b				c	ac		de	de			
More than 10 years	292	265	27	278	13	53	239	-	85	106	8	26	67
	22%	23%	14%	22%	13%	6%	47%	-%	27%	32%	13%	16%	14%
		b		b		c	ac		cde	cde			
Don't know/ can't remember	52	44	8	47	5	14	38	-	8	6	2	7	28
	4%	4%	4%	4%	4%	2%	7%	-%	3%	2%	3%	4%	6%
						c	ac					b	ab

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : All responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	2862	637	473	407	284	223	197	188	106	123	353	1097	912	2362	491	135
Effective Weighted Sample	2198	507	371	300	202	175	161	151	84	99	251	845	733	1829	362	79
Total	1347	295	222	194	142	108	84	92	48	54	157	513	457	1127	215	65
Up to 12 months	231	35	28	35	23	10	16	18	16	17	52	103	57	212	18	6
	17%	12%	13%	18%	16%	9%	19%	20%	33%	31%	33%	20%	13%	19%	8%	9%
				abe	e		abe	abe	abcdefg	abcdefg	bcdef	cef	e	cef		
More than a year, up to 2 years	220	41	25	29	24	14	13	20	11	19	44	86	63	194	26	7
	16%	14%	11%	15%	17%	13%	15%	22%	24%	35%	28%	17%	14%	17%	12%	11%
					b			abce	abce	abcdefg	bcdef	e		ce		
More than 2 years, up to 3 years	123	25	13	10	9	15	10	11	4	9	17	38	47	103	20	8
	9%	9%	6%	5%	6%	14%	12%	12%	9%	17%	11%	7%	10%	9%	9%	12%
		c				abcd	bcd	bcd		abcd	b		b			
More than 3 years, up to 5 years	180	38	28	20	20	23	11	15	7	3	21	60	67	149	31	9
	13%	13%	13%	11%	14%	22%	13%	17%	15%	6%	13%	12%	15%	13%	15%	13%
		i			i	abcdfi		ci	i							
More than 5 years, up to 10 years	249	57	37	36	34	31	16	21	5	2	12	106	83	202	48	16
	19%	19%	17%	19%	24%	29%	18%	23%	10%	4%	8%	21%	18%	18%	22%	24%
		hi	i	hi	bhi	abcfhi	i	hi				ad	a	a	ad	a
More than 10 years	292	88	85	58	26	13	15	2	2	1	4	98	128	230	62	15
	22%	30%	38%	30%	18%	13%	18%	2%	3%	1%	3%	19%	28%	20%	29%	22%
		defghi	acdefghi	defghi	ghi	ghi	ghi					a	abd	a	abd	a
Don't know/ can't remember	52	12	6	5	6	1	4	4	3	3	6	22	11	38	11	5
	4%	4%	3%	3%	4%	1%	5%	5%	6%	5%	4%	4%	2%	3%	5%	8%
		e			e		e	e	e	e		c			c	cd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2862	907	997	949	1430	1409	785	814	577	651	2397	245	147	73
Effective Weighted Sample	2198	652	815	723	1077	1108	655	619	435	468	1830	183	122	64
Total	1347	411	490	441	690	647	376	378	275	297	1126	117	68	35
Up to 12 months	231	110	72	48	124	106	69	62	45	52	197	18	11	**
	17%	27%	15%	11%	18%	16%	18%	16%	16%	18%	17%	16%	16%	**
		bc	c											
More than a year, up to 2 years	220	92	73	54	115	102	58	67	52	41	188	16	13	**
	16%	22%	15%	12%	17%	16%	15%	18%	19%	14%	17%	13%	18%	**
		bc						d	d					
More than 2 years, up to 3 years	123	36	46	41	71	51	35	30	28	28	99	11	9	**
	9%	9%	9%	9%	10%	8%	9%	8%	10%	9%	9%	10%	14%	**
					b								a	
More than 3 years, up to 5 years	180	54	60	66	91	87	46	50	40	41	153	16	7	**
	13%	13%	12%	15%	13%	13%	12%	13%	15%	14%	14%	14%	11%	**
More than 5 years, up to 10 years	249	62	96	92	120	127	68	70	51	57	207	21	14	**
	19%	15%	20%	21%	17%	20%	18%	19%	19%	19%	18%	18%	21%	**
			a	a										
More than 10 years	292	40	127	125	144	147	91	84	53	59	240	28	14	**
	22%	10%	26%	28%	21%	23%	24%	22%	19%	20%	21%	24%	21%	**
			a	a			cd							
Don't know/ can't remember	52	17	16	15	25	27	9	15	5	20	43	7	*	**
	4%	4%	3%	3%	4%	4%	2%	4%	2%	7%	4%	6%	1%	**
								c		abc		c		

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2862	489	1118	754	887	1534
Effective Weighted Sample	2198	365	854	621	662	1222
Total	1347	240	520	349	407	728
Up to 12 months	231	50	85	52	80	113
	17%	21%	16%	15%	20%	16%
		bc			b	
More than a year, up to 2 years	220	48	80	48	79	97
	16%	20%	15%	14%	20%	13%
		bc			b	
More than 2 years, up to 3 years	123	23	50	34	32	67
	9%	10%	10%	10%	8%	9%
More than 3 years, up to 5 years	180	23	76	45	49	104
	13%	10%	15%	13%	12%	14%
			a			
More than 5 years, up to 10 years	249	39	103	71	71	146
	19%	16%	20%	20%	17%	20%
More than 10 years	292	44	110	93	87	177
	22%	18%	21%	27%	21%	24%
				ab		
Don't know/ can't remember	52	14	15	7	9	23
	4%	6%	3%	2%	2%	3%
		bc				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your mobile phone service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	~b	c	a	b	c	d	e
Unweighted total	1786	1417	369	1576	210	1786	-	458	513	298	104	323	568
Effective Weighted Sample	1383	1089	328	1212	189	1383	-	343	486	287	100	279	382
Total	834	696	138	753	80	834	-	219	196	187	43	114	304
Once	299	245	53	262	36	299	**	90	68	61	21	41	110
	36%	35%	39%	35%	45%	36%	**	41%	35%	32%	49%	36%	36%
					a			a			abde		
Twice	221	190	31	203	18	221	**	57	41	47	8	29	97
	26%	27%	23%	27%	22%	26%	**	26%	21%	25%	20%	25%	32%
													abcd
Three times	147	124	23	134	13	147	**	36	42	33	5	20	50
	18%	18%	17%	18%	16%	18%	**	16%	21%	18%	11%	17%	16%
									ce				
Four times or more	99	78	21	90	8	99	**	22	31	27	6	17	20
	12%	11%	15%	12%	10%	12%	**	10%	16%	15%	14%	15%	7%
			a						e	e	e	e	
Not sure	69	59	10	63	5	69	**	15	14	19	3	8	26
	8%	8%	7%	8%	7%	8%	**	7%	7%	10%	6%	7%	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your mobile phone service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	~f
Unweighted total	1786	332	247	227	184	143	134	137	91	109	231	700	570	1501	282	74
Effective Weighted Sample	1383	268	182	178	128	116	106	111	72	86	161	524	471	1154	234	52
Total	834	149	115	107	92	70	59	69	42	48	107	330	279	716	117	31
Once	299	52	39	40	29	27	25	24	**	21	36	117	94	247	50	**
	36%	35%	34%	37%	32%	39%	43%	35%	**	44%	34%	36%	34%	35%	43%	**
							d			d					abcd	
Twice	221	45	36	20	24	17	19	18	**	10	40	88	68	196	25	**
	26%	30%	31%	19%	26%	24%	32%	26%	**	21%	38%	27%	24%	27%	21%	**
		c	ci				c				bcde			e		
Three times	147	23	24	19	20	15	5	11	**	8	17	54	54	124	23	**
	18%	15%	21%	18%	21%	21%	8%	16%	**	16%	16%	16%	19%	17%	19%	**
		f	f	f	f	f		f		f						
Four times or more	99	14	9	17	11	6	4	10	**	8	7	42	40	90	9	**
	12%	9%	8%	16%	12%	9%	8%	14%	**	16%	6%	13%	15%	13%	8%	**
				abef						abf		ae	ae	ae		
Not sure	69	15	8	11	9	5	6	6	**	1	7	29	23	58	10	**
	8%	10%	7%	10%	9%	7%	10%	9%	**	3%	6%	9%	8%	8%	9%	**
		i		i	i		i	i								

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your mobile phone service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1786	586	626	571	939	833	527	528	352	356	1510	148	94	34
Effective Weighted Sample	1383	409	504	477	732	640	449	384	277	266	1153	121	79	30
Total	834	270	308	254	441	387	248	250	164	158	704	68	44	18
Once	299	91	103	103	143	154	88	86	61	63	252	26	**	**
	36%	34%	34%	40%	32%	40%	35%	34%	37%	40%	36%	38%	**	**
				ab		a								
Twice	221	92	73	56	119	100	69	72	39	35	190	13	**	**
	26%	34%	24%	22%	27%	26%	28%	29%	24%	22%	27%	19%	**	**
		bc						d			b			
Three times	147	47	53	47	84	62	44	45	29	26	121	13	**	**
	18%	17%	17%	18%	19%	16%	18%	18%	18%	16%	17%	19%	**	**
Four times or more	99	20	51	27	63	36	32	29	20	17	81	9	**	**
	12%	7%	17%	11%	14%	9%	13%	12%	12%	11%	12%	14%	**	**
			ac	a	b									
Not sure	69	21	26	22	33	35	16	19	15	17	60	6	**	**
	8%	8%	9%	8%	8%	9%	6%	7%	9%	11%	8%	9%	**	**
										a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your mobile phone service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1786	295	700	506	557	958
Effective Weighted Sample	1383	220	551	419	417	766
Total	834	144	316	237	250	453
Once	299	49	115	84	83	174
	36%	34%	36%	36%	33%	38%
						a
Twice	221	46	90	56	72	108
	26%	32%	28%	24%	29%	24%
		c			b	
Three times	147	23	55	43	50	78
	18%	16%	17%	18%	20%	17%
Four times or more	99	13	36	38	27	61
	12%	9%	11%	16%	11%	13%
				ab		
Not sure	69	14	21	15	18	33
	8%	9%	7%	7%	7%	7%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last 12 months for mobile

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	458	370	88	413	45	458	-	458	98	56	24	78	209
Effective Weighted Sample	343	278	76	309	41	343	-	343	92	54	22	66	148
Total	219	187	32	203	16	219	-	219	36	35	9	27	115
Keep the same phone number	166	140	**	153	**	166	**	166	**	**	**	**	78
	76%	74%	**	75%	**	76%	**	76%	**	**	**	**	68%
Change phone number	54	48	**	50	**	54	**	54	**	**	**	**	37
	24%	26%	**	25%	**	24%	**	24%	**	**	**	**	32%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last 12 months for mobile

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	c	d	~e	~f
Unweighted total	458	74	58	74	42	17	34	30	30	36	103	198	116	417	39	12
Effective Weighted Sample	343	58	36	58	30	14	27	24	24	29	76	141	98	313	28	6
Total	219	33	28	33	23	9	16	15	16	16	50	96	55	201	18	6
Keep the same phone number	166	**	**	**	**	**	**	**	**	**	29	74	49	152	**	**
	76%	**	**	**	**	**	**	**	**	**	59%	77%	90%	76%	**	**
												a	abd	a		
Change phone number	54	**	**	**	**	**	**	**	**	**	20	22	6	48	**	**
	24%	**	**	**	**	**	**	**	**	**	41%	23%	10%	24%	**	**
											bcd	c		c		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last 12 months for mobile

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	458	216	140	100	248	208	133	135	90	96	389	37	23	9
Effective Weighted Sample	343	149	114	81	186	156	108	91	72	69	286	31	20	8
Total	219	103	68	46	118	100	67	60	43	47	187	17	11	5
Keep the same phone number	166	69	57	39	94	72	55	43	**	**	142	**	**	**
	76%	67%	83%	83%	79%	71%	82%	72%	**	**	76%	**	**	**
			a	a			b							
Change phone number	54	34	11	8	25	29	12	17	**	**	44	**	**	**
	24%	33%	17%	17%	21%	29%	18%	28%	**	**	24%	**	**	**
		bc						a						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last 12 months for mobile

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	458	89	181	105	160	225
Effective Weighted Sample	343	65	143	75	119	170
Total	219	46	81	50	75	108
Keep the same phone number	166	**	64	44	52	90
	76%	**	79%	87%	69%	84%
						a
Change phone number	54	**	17	6	23	18
	24%	**	21%	13%	31%	16%
					b	

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	a	~b	c	~a	~b	~c	~d	~e
Unweighted total	108	91	17	97	11	108	-	108	13	10	6	15	64
Effective Weighted Sample	78	66	15	71	10	78	-	78	12	9	6	12	46
Total	54	48	6	50	4	54	-	54	5	5	2	4	37
Yes	11	**	**	**	**	11	**	11	**	**	**	**	**
	20%	**	**	**	**	20%	**	20%	**	**	**	**	**
No	35	**	**	**	**	35	**	35	**	**	**	**	**
	65%	**	**	**	**	65%	**	65%	**	**	**	**	**
Don't know	8	**	**	**	**	8	**	8	**	**	**	**	**
	15%	**	**	**	**	15%	**	15%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	~d	~e	~f
Unweighted total	108	27	9	16	7	6	11	10	1	8	40	45	14	99	9	1
Effective Weighted Sample	78	21	7	11	5	5	9	9	1	6	29	33	13	74	5	1
Total	54	12	5	5	6	4	6	5	1	4	20	22	6	48	5	2
Yes	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	108	70	23	15	52	55	24	33	15	34	89	12	5	2
Effective Weighted Sample	78	51	18	10	39	39	18	26	11	22	63	10	4	2
Total	54	34	11	8	25	29	12	17	7	16	44	6	2	1
Yes	11	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**
No	35	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	108	32	41	12	48	37
Effective Weighted Sample	78	21	32	9	33	29
Total	54	17	17	6	23	18
Yes	11	**	**	**	**	**
	20%	**	**	**	**	**
No	35	**	**	**	**	**
	65%	**	**	**	**	**
Don't know	8	**	**	**	**	**
	15%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a code from their previous provider

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	20	16	4	16	4	20	-	20	2	2	3	2	11
Effective Weighted Sample	15	13	4	13	4	15	-	15	2	2	3	2	9
Total	11	9	1	9	1	11	-	11	1	1	1	*	7
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a code from their previous provider

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	~d	~e	~f
Unweighted total	20	6	1	1	1	3	2	2	-	3	7	9	1	17	3	-
Effective Weighted Sample	15	5	1	1	1	3	2	2	-	2	5	7	1	13	3	-
Total	11	4	*	*	1	1	1	2	-	2	4	5	*	10	1	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a code from their previous provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	20	15	1	4	10	10	5	5	3	6	17	2	1	-
Effective Weighted Sample	15	11	1	4	8	8	4	4	3	4	13	2	1	-
Total	11	8	1	1	5	6	2	3	1	4	9	1	1	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a code from their previous provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	20	5	9	2	6	11
Effective Weighted Sample	15	4	8	2	5	9
Total	11	3	4	1	4	5
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**
	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**
	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	5	3	2	3	2	5	-	5	-	-	2	-	3
Effective Weighted Sample	4	2	2	2	2	4	-	4	-	-	2	-	2
Total	2	2	1	2	1	2	-	2	-	-	1	-	2
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	~d	~e	~f
Unweighted total	5	1	-	-	1	1	-	-	-	2	2	2	-	4	1	-
Effective Weighted Sample	4	1	-	-	1	1	-	-	-	2	2	2	-	3	1	-
Total	2	1	-	-	1	*	-	-	-	1	1	1	-	2	*	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	5	4	-	1	1	4	1	2	-	1	5	-	-	-
Effective Weighted Sample	4	3	-	1	1	4	1	2	-	1	4	-	-	-
Total	2	2	-	*	1	2	1	1	-	*	2	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	5	1	-	2	1	3
Effective Weighted Sample	4	1	-	2	1	3
Total	2	*	-	1	*	1
Yes	**	**	**	**	**	**
	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	5	3	2	3	2	5	-	5	-	-	2	-	3
Effective Weighted Sample	4	2	2	2	2	4	-	4	-	-	2	-	2
Total	2	2	1	2	1	2	-	2	-	-	1	-	2
By text	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	~d	~e	~f
Unweighted total	5	1	-	-	1	1	-	-	-	2	2	2	-	4	1	-
Effective Weighted Sample	4	1	-	-	1	1	-	-	-	2	2	2	-	3	1	-
Total	2	1	-	-	1	*	-	-	-	1	1	1	-	2	*	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	5	4	-	1	1	4	1	2	-	1	5	-	-	-
Effective Weighted Sample	4	3	-	1	1	4	1	2	-	1	4	-	-	-
Total	2	2	-	*	1	2	1	1	-	*	2	-	-	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Some other way	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed phone number when changing supplier for a mobile phone in the last 12 months and requested a Service Termination Code (STAC) from their previous provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	5	1	-	2	1	3
Effective Weighted Sample	4	1	-	2	1	3
Total	2	*	-	1	*	1
By text	**	**	**	**	**	**
	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**
	**	**	**	**	**	**
By phone	**	**	**	**	**	**
	**	**	**	**	**	**
In store	**	**	**	**	**	**
	**	**	**	**	**	**
Some other way	**	**	**	**	**	**
	**	**	**	**	**	**
Don’t know	**	**	**	**	**	**
	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their phone number when changing supplier for a mobile phone in the last 12 months or who changed their number and requested a Port Authorisation Code (PAC) from their previous provider

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	363	290	73	327	36	363	-	363	87	48	19	65	151
Effective Weighted Sample	275	220	63	247	33	275	-	275	82	46	17	55	106
Total	172	145	27	159	13	172	-	172	32	30	7	23	82
By text	74	60	**	67	**	74	**	74	**	**	**	**	34
	43%	42%	**	43%	**	43%	**	43%	**	**	**	**	42%
By phone	51	44	**	47	**	51	**	51	**	**	**	**	27
	30%	31%	**	30%	**	30%	**	30%	**	**	**	**	33%
Through an online account	48	41	**	44	**	48	**	48	**	**	**	**	23
	28%	28%	**	28%	**	28%	**	28%	**	**	**	**	28%
In store	9	8	**	8	**	9	**	9	**	**	**	**	6
	5%	6%	**	5%	**	5%	**	5%	**	**	**	**	7%
Some other way	2	2	**	2	**	2	**	2	**	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%
Don't know	7	7	**	7	**	7	**	7	**	**	**	**	4
	4%	5%	**	4%	**	4%	**	4%	**	**	**	**	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their phone number when changing supplier for a mobile phone in the last 12 months or who changed their number and requested a Port Authorisation Code (PAC) from their previous provider

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	c	d	~e	~f
Unweighted total	363	52	50	59	35	13	25	22	29	28	68	158	103	329	32	11
Effective Weighted Sample	275	40	30	47	28	12	20	17	23	24	50	112	87	248	28	10
Total	172	24	24	28	16	6	10	11	15	12	32	77	49	158	13	4
By text	74	**	**	**	**	**	**	**	**	**	**	35	18	70	**	**
	43%	**	**	**	**	**	**	**	**	**	**	45%	37%	44%	**	**
By phone	51	**	**	**	**	**	**	**	**	**	**	26	14	47	**	**
	30%	**	**	**	**	**	**	**	**	**	**	34%	29%	30%	**	**
Through an online account	48	**	**	**	**	**	**	**	**	**	**	25	13	44	**	**
	28%	**	**	**	**	**	**	**	**	**	**	33%	26%	28%	**	**
In store	9	**	**	**	**	**	**	**	**	**	**	4	3	9	**	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	6%	5%	**	**
Some other way	2	**	**	**	**	**	**	**	**	**	**	1	1	2	**	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	2%	1%	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	3	3	6	**	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	6%	4%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their phone number when changing supplier for a mobile phone in the last 12 months or who changed their number and requested a Port Authorisation Code (PAC) from their previous provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	363	155	118	88	205	157	113	104	78	66	310	27	19	7
Effective Weighted Sample	275	105	97	75	153	121	93	67	64	50	230	23	17	7
Total	172	74	58	40	98	74	57	44	37	33	147	13	9	3
By text	74	36	26	**	43	31	20	20	**	**	62	**	**	**
	43%	49%	45%	**	44%	42%	36%	46%	**	**	42%	**	**	**
By phone	51	21	19	**	30	22	17	14	**	**	42	**	**	**
	30%	28%	32%	**	30%	29%	30%	31%	**	**	29%	**	**	**
Through an online account	48	22	14	**	32	16	18	14	**	**	43	**	**	**
	28%	29%	25%	**	32%	22%	32%	31%	**	**	29%	**	**	**
					b									
In store	9	5	1	**	6	3	3	1	**	**	8	**	**	**
	5%	6%	2%	**	6%	4%	5%	2%	**	**	6%	**	**	**
Some other way	2	-	2	**	2	1	2	-	**	**	2	**	**	**
	1%	-%	3%	**	2%	1%	3%	-%	**	**	2%	**	**	**
			a											
Don't know	7	2	2	**	1	6	2	1	**	**	6	**	**	**
	4%	3%	4%	**	1%	8%	4%	2%	**	**	4%	**	**	**
						a								

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their phone number when changing supplier for a mobile phone in the last 12 months or who changed their number and requested a Port Authorisation Code (PAC) from their previous provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	~c	a	b
Unweighted total	363	59	149	93	116	195
Effective Weighted Sample	275	46	119	65	90	146
Total	172	29	68	44	54	93
By text	74	**	28	**	24	43
	43%	**	41%	**	45%	46%
By phone	51	**	20	**	15	28
	30%	**	29%	**	28%	30%
Through an online account	48	**	23	**	18	22
	28%	**	35%	**	34%	24%
In store	9	**	3	**	5	4
	5%	**	5%	**	9%	4%
Some other way	2	**	-	**	1	1
	1%	**	-%	**	2%	1%
Don't know	7	**	2	**	1	3
	4%	**	3%	**	1%	3%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	259	57	202	86	173	156	103	37	25	87	72	8	37	56
	24%	32%	23%	30%	22%	24%	24%	26%	24%	26%	21%	15%	23%	33%
		b		b						bc			c	abcd
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	582	80	501	149	433	365	217	80	60	207	178	29	97	77
	54%	45%	56%	51%	55%	57%	50%	57%	58%	61%	50%	51%	60%	45%
			a			b		b	b	bce			be	
Ultrafast broadband - the download speed is 100MB/second or higher	170	28	142	37	133	86	84	19	15	29	81	17	18	27
	16%	16%	16%	13%	17%	13%	19%	13%	15%	9%	23%	29%	11%	15%
					a		ac				ade	ade		a
Don't know	64	12	51	19	44	34	30	4	3	16	21	4	10	12
	6%	7%	6%	7%	6%	5%	7%	3%	3%	5%	6%	6%	6%	7%
							cd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	259	86	46	20	27	15	24	**	15	89	97	201	58	17
	24%	31%	20%	8%	28%	28%	42%	**	26%	22%	23%	23%	30%	36%
		bc	c		bc	bc	abcde						bcd	abcd
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	582	149	149	102	61	33	32	**	31	221	228	481	99	23
	54%	54%	66%	41%	62%	64%	56%	**	52%	54%	55%	55%	52%	48%
		c	acf		ac	ac	c							
Ultrafast broadband - the download speed is 100MB/second or higher	170	21	21	113	2	2	-	**	11	78	60	150	20	4
	16%	8%	9%	45%	2%	4%	-%	**	18%	19%	15%	17%	11%	8%
		df	df	abdef		f			ef	cef	e	ef		
Don't know	64	20	10	15	8	2	1	**	2	19	27	49	14	4
	6%	7%	4%	6%	9%	3%	2%	**	4%	5%	7%	6%	7%	7%
		f			bef								b	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	259	51	98	110	141	118	75	77	52	53	210	28	15	**
	24%	21%	23%	27%	25%	24%	23%	24%	25%	26%	24%	28%	25%	**
				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	582	138	229	213	311	268	188	168	112	106	483	51	36	**
	54%	56%	54%	53%	55%	54%	58%	53%	54%	51%	55%	51%	58%	**
							d							
Ultrafast broadband - the download speed is 100MB/second or higher	170	45	77	47	96	73	52	51	32	33	140	16	8	**
	16%	18%	18%	12%	17%	15%	16%	16%	15%	16%	16%	16%	13%	**
		c	c											
Don't know	64	10	23	29	21	42	11	21	13	16	53	5	2	**
	6%	4%	5%	7%	4%	8%	3%	7%	6%	8%	6%	5%	3%	**
				a		a		a	a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	259 24%	39 26%	101 23%	79 24%	73 25%	152 24%
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	582 54%	82 53%	248 57%	174 54%	158 54%	342 54%
Ultrafast broadband - the download speed is 100MB/ second or higher	170 16%	20 13%	69 16%	58 18% a	40 14%	104 16%
Don't know	64 6%	13 9% bc	17 4%	14 4%	22 7% b	31 5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
In the last 3 months	16	8	8	9	7	7	9	6	3	4	3	-	2	7
	1%	4%	1%	3%	1%	1%	2%	5%	3%	1%	1%	-%	1%	4%
		b		b				ab	a					abcd
In the last 4-6 months	18	11	8	13	5	13	5	8	3	2	2	1	4	10
	2%	6%	1%	4%	1%	2%	1%	6%	3%	1%	*%	1%	3%	6%
		b		b				ab	b				ab	abcd
In the last 7-12 months	35	14	21	22	13	28	7	16	6	6	7	*	8	14
	3%	8%	2%	8%	2%	4%	2%	11%	6%	2%	2%	*%	5%	8%
		b		b		b		abd	b				abc	abcd
In the last 1-2 years	59	21	38	30	29	29	30	8	4	14	10	2	13	21
	5%	12%	4%	10%	4%	5%	7%	5%	4%	4%	3%	4%	8%	12%
		b		b			a						ab	abcd
In the last 3-5 years	106	23	83	37	69	61	45	13	10	30	34	3	18	22
	10%	13%	9%	13%	9%	10%	10%	10%	10%	9%	10%	5%	11%	13%
		b		b									c	ac
In the last 6-10 years	213	32	181	49	163	121	92	21	17	61	77	12	34	31
	20%	18%	20%	17%	21%	19%	21%	15%	17%	18%	22%	21%	21%	18%
					a		c							
Over 10 years ago	602	64	538	122	480	372	230	66	58	216	212	38	80	62
	56%	36%	60%	42%	61%	58%	53%	47%	56%	64%	60%	66%	49%	36%
			a		a	bc			c	de	de	de	e	
Don't know	26	5	20	10	16	9	16	2	1	6	8	1	5	5
	2%	3%	2%	3%	2%	1%	4%	1%	1%	2%	2%	2%	3%	3%
							acd							
SUMMARY														
LAST 12 MONTHS	69	33	37	44	26	48	21	30	12	12	13	1	13	31
	6%	18%	4%	15%	3%	8%	5%	22%	12%	4%	4%	2%	8%	18%
		b		b		b		abd	ab				abc	abcd
LAST 1-5 YEARS	165	44	121	66	98	90	74	21	14	43	44	5	31	42
	15%	25%	13%	23%	13%	14%	17%	15%	14%	13%	12%	9%	19%	25%
		b		b			a						abc	abcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
LAST 6-10 YEARS	213	32	181	49	163	121	92	21	17	61	77	12	34	31
	20%	18%	20%	17%	21%	19%	21%	15%	17%	18%	22%	21%	21%	18%
					a		c							
OVER 10 YEARS AGO	602	64	538	122	480	372	230	66	58	216	212	38	80	62
	56%	36%	60%	42%	61%	58%	53%	47%	56%	64%	60%	66%	49%	36%
			a		a	bc			c	de	de	de	e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
In the last 3 months	16	3	2	4	2	1	1	**	6	6	3	15	1	-
	1%	1%	1%	2%	2%	2%	1%	**	9%	2%	1%	2%	*%	-%
									bcdef			e		
In the last 4-6 months	18	1	4	4	3	2	1	**	3	13	3	18	-	-
	2%	*%	2%	1%	3%	4%	2%	**	5%	3%	1%	2%	-%	-%
			a	a	a	a	a		cdef	cef		ce		
In the last 7-12 months	35	8	7	4	4	5	1	**	9	20	5	34	1	-
	3%	3%	3%	1%	4%	10%	2%	**	15%	5%	1%	4%	*%	-%
					c	abcdf			bcdef	cef		cef		
In the last 1-2 years	59	12	13	11	8	4	3	**	9	33	12	54	5	2
	5%	4%	6%	4%	8%	8%	5%	**	15%	8%	3%	6%	2%	4%
									bcdef	cde		ce		
In the last 3-5 years	106	30	16	27	10	6	7	**	7	67	24	97	8	2
	10%	11%	7%	11%	10%	12%	12%	**	12%	16%	6%	11%	4%	5%
		b		b		b	b		cef	cdef		cef		
In the last 6-10 years	213	65	41	49	20	7	7	**	6	94	78	178	35	9
	20%	24%	18%	20%	20%	14%	13%	**	9%	23%	19%	20%	18%	18%
		bef								ace	a	a	a	a
Over 10 years ago	602	153	138	143	52	24	36	**	17	164	281	462	138	34
	56%	56%	61%	57%	53%	48%	63%	**	28%	40%	68%	52%	72%	70%
			de				de			a	abd	ab	abd	abd
Don't know	26	4	5	8	1	1	1	**	4	11	7	22	4	1
	2%	1%	2%	3%	1%	3%	2%	**	7%	3%	2%	2%	2%	3%
				ad					bcde					
SUMMARY														
LAST 12 MONTHS	69	11	13	12	8	8	3	**	18	39	11	68	2	-
	6%	4%	6%	5%	9%	15%	5%	**	30%	10%	3%	8%	1%	-%
					ac	abcf			bcdef	cef	e	cef		
LAST 1-5 YEARS	165	42	29	38	17	10	9	**	16	99	35	151	13	4
	15%	15%	13%	15%	18%	20%	17%	**	27%	24%	9%	17%	7%	9%
						b			cdef	cdef		cef		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
LAST 6-10 YEARS	213	65	41	49	20	7	7	**	6	94	78	178	35	9
	20%	24%	18%	20%	20%	14%	13%	**	9%	23%	19%	20%	18%	18%
		bef								ace	a	a	a	a
OVER 10 YEARS AGO	602	153	138	143	52	24	36	**	17	164	281	462	138	34
	56%	56%	61%	57%	53%	48%	63%	**	28%	40%	68%	52%	72%	70%
			de				de			a	abd	ab	abd	abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
In the last 3 months	16	10	3	3	8	8	2	9	1	4	14	2	*	**
	1%	4%	1%	1%	1%	2%	1%	3%	1%	2%	2%	2%	1%	**
		bc						ac						
In the last 4-6 months	18	12	6	1	9	9	5	5	4	4	16	2	-	**
	2%	5%	1%	*%	2%	2%	2%	2%	2%	2%	2%	2%	-%	**
		bc	c											
In the last 7-12 months	35	24	9	3	19	16	9	11	10	5	31	2	2	**
	3%	10%	2%	1%	3%	3%	3%	3%	5%	2%	3%	2%	3%	**
		bc	c											
In the last 1-2 years	59	30	18	10	32	26	13	16	14	14	49	5	4	**
	5%	12%	4%	2%	6%	5%	4%	5%	7%	7%	6%	5%	7%	**
		bc	c						a	a				
In the last 3-5 years	106	46	41	18	54	52	27	26	24	27	83	12	8	**
	10%	19%	10%	5%	10%	10%	8%	8%	11%	13%	9%	12%	12%	**
		bc	c							ab				
In the last 6-10 years	213	44	98	70	110	102	55	63	49	43	180	14	10	**
	20%	18%	23%	18%	19%	20%	17%	20%	24%	21%	20%	14%	16%	**
			ac						a		b			
Over 10 years ago	602	71	241	288	322	276	208	178	103	106	493	60	37	**
	56%	29%	56%	72%	57%	55%	64%	56%	49%	51%	56%	60%	60%	**
			a	ab			bcd	c						
Don't know	26	7	12	6	14	11	6	9	4	6	21	3	*	**
	2%	3%	3%	1%	2%	2%	2%	3%	2%	3%	2%	3%	*%	**
		c	c											
SUMMARY														
LAST 12 MONTHS	69	46	17	7	36	33	17	25	15	13	61	6	2	**
	6%	19%	4%	2%	6%	7%	5%	8%	7%	6%	7%	6%	4%	**
		bc	c					a						
LAST 1-5 YEARS	165	76	60	28	86	78	41	42	38	40	132	17	12	**
	15%	31%	14%	7%	15%	16%	12%	13%	18%	19%	15%	17%	19%	**
		bc	c						ab	ab				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
LAST 6-10 YEARS	213	44	98	70	110	102	55	63	49	43	180	14	10	**
	20%	18%	23%	18%	19%	20%	17%	20%	24%	21%	20%	14%	16%	**
			ac						a		b			
OVER 10 YEARS AGO	602	71	241	288	322	276	208	178	103	106	493	60	37	**
	56%	29%	56%	72%	57%	55%	64%	56%	49%	51%	56%	60%	60%	**
			a	ab			bcd	c						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
In the last 3 months	16 1%	3 2%	6 1%	4 1%	7 2% b	7 1%
In the last 4-6 months	18 2%	4 3%	8 2%	4 1%	8 3% b	5 1%
In the last 7-12 months	35 3%	7 4% c	19 4% c	6 2%	13 5% b	15 2%
In the last 1-2 years	59 5%	12 8% c	28 6% c	9 3%	21 7% b	27 4%
In the last 3-5 years	106 10%	20 13% c	44 10%	28 9%	29 10%	55 9%
In the last 6-10 years	213 20%	36 23%	90 21%	60 18%	57 19%	125 20%
Over 10 years ago	602 56%	70 46%	229 53% a	209 64% ab	153 52%	381 61% a
Don't know	26 2%	3 2%	11 3%	5 1%	5 2%	13 2%
SUMMARY						
LAST 12 MONTHS	69 6%	13 8% c	33 8% c	14 4%	28 10% b	28 4%
LAST 1-5 YEARS	165 15%	32 21% c	72 17% c	37 11%	50 17% b	82 13%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
LAST 6-10 YEARS	213	36	90	60	57	125
	20%	23%	21%	18%	19%	20%
OVER 10 YEARS AGO	602	70	229	209	153	381
	56%	46%	53%	64%	52%	61%
			a	ab		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Very satisfied	371	53	318	90	281	217	153	51	38	114	123	23	63	52
	34%	30%	35%	31%	36%	34%	35%	36%	37%	34%	35%	40%	39%	30%
			a		a							e	e	
Fairly satisfied	468	80	387	129	339	283	184	57	40	143	159	26	63	78
	44%	45%	43%	44%	43%	44%	42%	41%	39%	42%	45%	45%	39%	45%
														d
Neither satisfied nor dissatisfied	123	25	98	39	84	74	49	17	13	42	37	4	18	23
	11%	14%	11%	13%	11%	12%	11%	12%	13%	12%	10%	8%	11%	13%
				b										
Fairly dissatisfied	78	14	64	23	55	48	30	11	7	29	22	3	11	14
	7%	8%	7%	8%	7%	7%	7%	8%	7%	9%	6%	5%	7%	8%
Very dissatisfied	33	4	29	9	25	17	16	4	4	11	13	1	6	4
	3%	2%	3%	3%	3%	3%	4%	3%	4%	3%	4%	1%	4%	2%
Don't know	2	1	1	2	*	1	1	*	-	*	-	*	1	1
	*%	1%	*%	1%	*%	*%	*%	*%	-%	*%	-%	*%	*%	1%
		b		b										ab
TOTAL SATISFIED	838	133	705	219	620	501	338	107	79	257	282	50	127	130
	78%	75%	79%	75%	79%	78%	78%	77%	76%	76%	80%	85%	78%	75%
					a							ae		
TOTAL DISSATISFIED	111	18	93	32	80	65	46	15	11	40	34	4	18	18
	10%	10%	10%	11%	10%	10%	11%	11%	11%	12%	10%	7%	11%	10%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Very satisfied	371	100	78	72	32	22	25	**	21	129	142	292	78	22
	34%	36%	34%	29%	32%	43%	45%	**	35%	32%	34%	33%	41%	46%
		c	c			bcd	bcd						bcd	abcd
Fairly satisfied	468	118	99	117	44	18	19	**	25	188	182	395	71	18
	44%	43%	44%	47%	45%	36%	34%	**	42%	46%	44%	45%	37%	38%
		f	f	ef	f					e	e	e		
Neither satisfied nor dissatisfied	123	30	28	32	10	6	7	**	8	50	43	101	21	4
	11%	11%	13%	13%	10%	11%	12%	**	13%	12%	10%	11%	11%	9%
Fairly dissatisfied	78	18	15	22	9	3	4	**	5	26	32	63	14	3
	7%	7%	7%	9%	9%	5%	7%	**	9%	6%	8%	7%	7%	5%
Very dissatisfied	33	8	6	9	4	2	2	**	*	13	13	27	6	1
	3%	3%	3%	3%	4%	5%	3%	**	1%	3%	3%	3%	3%	2%
Don't know	2	1	1	*	*	-	-	**	-	1	1	2	-	-
	*%	*%	*%	*%	*%	-%	-%	**	-%	*%	*%	*%	-%	-%
TOTAL SATISFIED	838	218	177	188	76	40	45	**	46	317	324	687	150	40
	78%	79%	78%	75%	77%	79%	78%	**	77%	78%	78%	78%	78%	84%
TOTAL DISSATISFIED	111	27	21	30	13	5	5	**	6	39	45	90	20	3
	10%	10%	9%	12%	13%	10%	9%	**	9%	10%	11%	10%	11%	7%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. 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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Very satisfied	371	77	141	152	202	167	107	103	80	77	311	34	17	**
	34%	32%	33%	38%	35%	33%	33%	32%	38%	37%	35%	35%	28%	**
				ab					b					
Fairly satisfied	468	111	192	164	240	225	137	147	93	84	384	42	29	**
	44%	45%	45%	41%	42%	45%	42%	46%	44%	40%	43%	42%	48%	**
								d						
Neither satisfied nor dissatisfied	123	31	51	40	68	54	42	37	18	24	98	13	7	**
	11%	13%	12%	10%	12%	11%	13%	12%	9%	12%	11%	13%	11%	**
							c							
Fairly dissatisfied	78	18	28	32	41	36	27	24	11	14	63	7	7	**
	7%	7%	7%	8%	7%	7%	8%	8%	5%	7%	7%	7%	12%	**
							c						a	
Very dissatisfied	33	7	15	11	16	17	12	6	6	9	28	3	*	**
	3%	3%	3%	3%	3%	3%	4%	2%	3%	4%	3%	3%	1%	**
										b				
Don't know	2	1	1	*	1	1	1	*	1	-	2	-	*	**
	*%	1%	*%	*%	*%	*%	*%	*%	1%	-%	*%	-%	*%	**
TOTAL SATISFIED	838	188	333	316	442	393	244	250	172	160	694	77	46	**
	78%	77%	78%	79%	78%	78%	75%	79%	82%	77%	78%	77%	75%	**
									ad					
TOTAL DISSATISFIED	111	25	43	43	57	53	39	30	17	24	91	10	8	**
	10%	10%	10%	11%	10%	11%	12%	10%	8%	11%	10%	10%	13%	**
							c							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Very satisfied	371	50	167	110	103	228
	34%	33%	38%	34%	35%	36%
			ac			
Fairly satisfied	468	68	184	143	121	277
	44%	44%	42%	44%	41%	44%
Neither satisfied nor dissatisfied	123	20	44	37	35	63
	11%	13%	10%	11%	12%	10%
Fairly dissatisfied	78	12	27	24	24	41
	7%	8%	6%	7%	8%	7%
Very dissatisfied	33	4	13	11	10	18
	3%	2%	3%	3%	3%	3%
Don’t know	2	-	1	-	-	*
	*%	-%	*%	-%	-%	*%
TOTAL SATISFIED	838	118	351	253	225	505
	78%	77%	81%	78%	77%	80%
						a
TOTAL DISSATISFIED	111	16	40	35	34	60
	10%	10%	9%	11%	12%	10%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Currently looking for a new deal	66	14	52	22	44	45	20	10	4	18	23	2	9	14
	6%	8%	6%	7%	6%	7%	5%	7%	4%	5%	6%	4%	6%	8%
						b								
Planning to look for a new deal	255	38	217	66	189	169	87	32	20	83	88	11	42	36
	24%	22%	24%	23%	24%	26%	20%	23%	19%	25%	25%	19%	26%	21%
						bd								
Not currently looking or planning to look for a new deal	720	118	602	192	528	412	308	97	78	226	232	44	109	115
	67%	67%	67%	66%	67%	64%	71%	69%	76%	67%	66%	75%	67%	67%
							a		a			b		
Don’t know	34	7	27	12	22	15	19	2	1	12	10	1	3	7
	3%	4%	3%	4%	3%	2%	4%	1%	1%	3%	3%	2%	2%	4%
							acd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Currently looking for a new deal	66	14	10	21	6	5	2	**	5	35	20	61	5	1
	6%	5%	5%	8%	6%	11%	3%	**	9%	9%	5%	7%	3%	2%
				abf		abf			cef	cef		cef		
Planning to look for a new deal	255	64	51	66	18	15	15	**	14	107	99	221	33	5
	24%	23%	22%	26%	18%	29%	26%	**	24%	26%	24%	25%	17%	11%
				d		d			ef	ef	ef	ef		
Not currently looking or planning to look for a new deal	720	188	157	156	69	30	39	**	37	252	281	570	147	40
	67%	68%	70%	62%	71%	59%	69%	**	62%	62%	68%	65%	77%	83%
		ce	ce		ce						b		abcd	abcd
Don't know	34	9	8	8	5	1	1	**	3	12	13	28	6	2
	3%	3%	3%	3%	5%	1%	2%	**	5%	3%	3%	3%	3%	4%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Currently looking for a new deal	66	21	32	13	37	28	24	16	15	11	54	4	5	**
	6%	9%	8%	3%	6%	6%	7%	5%	7%	5%	6%	4%	9%	**
		c	c											
Planning to look for a new deal	255	66	110	78	129	125	80	76	50	48	210	25	14	**
	24%	27%	26%	19%	23%	25%	24%	24%	24%	23%	24%	25%	23%	**
		c	c											
Not currently looking or planning to look for a new deal	720	152	268	298	384	332	214	217	138	140	594	68	41	**
	67%	62%	63%	75%	68%	66%	66%	68%	66%	67%	67%	68%	68%	**
				ab										
Don’t know	34	6	17	11	19	15	9	8	6	10	28	2	*	**
	3%	2%	4%	3%	3%	3%	3%	3%	3%	5%	3%	2%	*%	**
										b				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Currently looking for a new deal	66	10	25	19	24	32
	6%	7%	6%	6%	8%	5%
					b	
Planning to look for a new deal	255	37	101	85	69	146
	24%	24%	23%	26%	24%	23%
Not currently looking or planning to look for a new deal	720	101	298	214	191	432
	67%	66%	69%	66%	65%	69%
Don't know	34	5	11	7	9	19
	3%	3%	3%	2%	3%	3%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. 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		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Discussed deals or offers with your provider	283	29	254	52	230	160	123	32	23	83	114	17	44	28
	26%	16%	28%	18%	29%	25%	28%	23%	22%	24%	32%	29%	27%	16%
			a		a		cd			e	ae	e	e	
Looked at alternative deals or offers from your provider	247	40	207	63	184	156	91	31	19	79	84	9	40	38
	23%	22%	23%	21%	24%	24%	21%	22%	19%	23%	24%	16%	25%	22%
						bd							c	
Received a discount from your provider	230	26	204	51	179	136	94	28	17	68	89	13	37	26
	21%	15%	23%	18%	23%	21%	22%	20%	16%	20%	25%	23%	23%	15%
			a		a					e	ae	e	e	
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)	153	24	129	35	118	95	58	21	14	29	61	14	29	22
	14%	14%	14%	12%	15%	15%	13%	15%	14%	8%	17%	24%	18%	13%
											a	ae	ae	a
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)	75	10	65	15	61	42	33	6	3	16	37	4	9	10
	7%	6%	7%	5%	8%	7%	8%	5%	3%	5%	10%	7%	6%	6%
					a	d	cd				ade			
None of these	471	87	384	146	325	273	198	61	53	167	131	25	65	85
	44%	49%	43%	50%	42%	43%	46%	44%	51%	49%	37%	43%	40%	49%
		b		b					a	bd				bd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
SUMMARY														
ANY CHANGE	604	90	514	146	458	368	236	78	50	171	222	33	98	87
	56%	51%	57%	50%	58%	57%	54%	56%	49%	51%	63%	57%	60%	51%
			a		a	d					ae		ae	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Discussed deals or offers with your provider	283	85	65	76	18	12	7	**	12	108	116	235	47	11
	26%	31%	29%	30%	18%	23%	13%	**	19%	27%	28%	27%	24%	23%
		df	df	df		f				a	a	a		
Looked at alternative deals or offers from your provider	247	66	56	62	20	9	10	**	16	105	97	217	28	8
	23%	24%	25%	25%	20%	18%	17%	**	26%	26%	23%	25%	15%	17%
			f	f					e	ef	e	ef		
Received a discount from your provider	230	68	41	63	17	12	5	**	13	94	85	192	38	10
	21%	25%	18%	25%	17%	24%	9%	**	22%	23%	20%	22%	20%	22%
		bdf	f	bdf	f	f								
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)	153	53	32	32	12	8	3	**	12	62	54	128	24	7
	14%	19%	14%	13%	12%	16%	6%	**	21%	15%	13%	15%	12%	14%
		bcdf	f	f	f	f			cde					
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)	75	35	11	19	5	4	-	**	3	26	32	61	14	3
	7%	13%	5%	7%	5%	7%	-%	**	5%	6%	8%	7%	7%	7%
		bcdf	f	f	f	f								
None of these	471	106	97	96	53	23	37	**	27	170	181	377	92	22
	44%	38%	43%	38%	54%	44%	66%	**	45%	42%	44%	43%	48%	45%
					abc		abcde						bd	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. 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

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
SUMMARY														
ANY CHANGE	604	170	129	155	45	28	20	**	33	238	232	503	99	26
	56%	62%	57%	62%	46%	56%	34%	**	55%	58%	56%	57%	52%	55%
		df	df	df	f	f				e		e		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Discussed deals or offers with your provider	283	66	112	105	151	130	92	87	53	48	235	25	15	**
	26%	27%	26%	26%	27%	26%	28%	27%	25%	23%	26%	25%	25%	**
							d							
Looked at alternative deals or offers from your provider	247	64	107	74	141	104	84	79	43	36	207	22	13	**
	23%	26%	25%	19%	25%	21%	26%	25%	21%	17%	23%	22%	21%	**
		c	c		b		cd	d						
Received a discount from your provider	230	60	91	78	127	102	69	70	40	48	195	20	11	**
	21%	25%	21%	20%	22%	20%	21%	22%	19%	23%	22%	20%	18%	**
		c												
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	153	43	58	52	81	71	47	44	33	27	133	10	7	**
	14%	18%	13%	13%	14%	14%	14%	14%	16%	13%	15%	10%	11%	**
		bc									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)	75	19	26	30	37	37	24	20	14	16	59	8	4	**
	7%	8%	6%	7%	6%	7%	7%	6%	6%	8%	7%	8%	7%	**
None of these	471	100	182	187	246	222	135	144	85	102	383	47	27	**
	44%	41%	43%	47%	43%	44%	41%	45%	40%	49%	43%	47%	45%	**
				a						ac				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. 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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
SUMMARY														
ANY CHANGE	604	145	245	212	323	278	192	174	125	106	502	52	34	**
	56%	59%	57%	53%	57%	56%	59%	55%	60%	51%	57%	53%	55%	**
		c					d		d					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Discussed deals or offers with your provider	283	38	125	84	71	177
	26%	25%	29%	26%	24%	28%
Looked at alternative deals or offers from your provider	247	38	92	80	63	150
	23%	25%	21%	25%	21%	24%
Received a discount from your provider	230	29	105	66	76	128
	21%	19%	24%	20%	26%	20%
			a		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)	153	21	60	48	55	79
	14%	14%	14%	15%	19%	13%
					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)	75	17	28	19	26	36
	7%	11%	6%	6%	9%	6%
		bc			b	
None of these	471	65	187	146	122	280
	44%	42%	43%	45%	42%	45%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
SUMMARY						
ANY CHANGE	604	88	249	179	171	348
	56%	58%	57%	55%	58%	55%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	b	~c	d	~e
Unweighted total	526	74	452	129	397	319	207	70	37	179	140	32	107	72
Effective Weighted Sample	458	58	400	104	353	278	180	55	32	170	135	31	94	57
Total	230	26	204	51	179	136	94	28	17	68	89	13	37	26
I contacted my provider	180	**	163	34	146	101	79	**	**	53	75	**	27	**
	78%	**	80%	66%	81%	74%	83%	**	**	78%	84%	**	72%	**
					a		a				d			
My provider contacted me	44	**	36	15	29	32	12	**	**	13	12	**	9	**
	19%	**	17%	29%	16%	23%	13%	**	**	19%	13%	**	23%	**
				b		b							b	
Don't know/ can't remember	7	**	5	2	5	3	4	**	**	2	2	**	2	**
	3%	**	3%	5%	3%	2%	4%	**	**	3%	2%	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. 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

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	526	132	99	140	38	33	14	26	40	210	179	429	95	28
Effective Weighted Sample	458	117	91	122	34	29	13	23	31	178	162	370	88	25
Total	230	68	41	63	17	12	5	9	13	94	85	192	38	10
I contacted my provider	180	61	**	49	**	**	**	**	**	69	71	148	**	**
	78%	89%	**	78%	**	**	**	**	**	74%	84%	77%	**	**
		c									b			
My provider contacted me	44	7	**	12	**	**	**	**	**	21	12	38	**	**
	19%	10%	**	19%	**	**	**	**	**	23%	14%	20%	**	**
				a						c				
Don't know/ can't remember	7	1	**	2	**	**	**	**	**	3	2	6	**	**
	3%	2%	**	3%	**	**	**	**	**	3%	2%	3%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. 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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	526	148	196	180	286	236	151	157	89	120	449	44	24	9
Effective Weighted Sample	458	120	174	163	251	203	133	137	75	107	389	39	22	8
Total	230	60	91	78	127	102	69	70	40	48	195	20	11	5
I contacted my provider	180	39	76	65	99	79	52	57	**	37	151	**	**	**
	78%	64%	83%	83%	78%	78%	76%	81%	**	77%	78%	**	**	**
			a	a										
My provider contacted me	44	18	13	12	24	20	16	10	**	10	38	**	**	**
	19%	30%	15%	15%	19%	19%	23%	14%	**	20%	19%	**	**	**
		bc					b							
Don't know/ can't remember	7	3	2	2	4	3	1	3	**	1	6	**	**	**
	3%	6%	2%	2%	3%	3%	1%	5%	**	2%	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	526	69	235	145	183	274
Effective Weighted Sample	458	60	204	128	158	243
Total	230	29	105	66	76	128
I contacted my provider	180	**	79	54	57	104
	78%	**	76%	81%	76%	81%
My provider contacted me	44	**	24	11	17	21
	19%	**	23%	17%	22%	17%
Don’t know/ can’t remember	7	**	2	2	2	4
	3%	**	2%	2%	2%	3%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~c	~d	~e
Unweighted total	349	66	283	93	256	215	134	50	31	73	100	35	84	61
Effective Weighted Sample	304	55	250	79	226	187	117	41	27	69	96	33	74	50
Total	153	24	129	35	118	95	58	21	14	29	61	14	29	22
I contacted my provider	117	**	102	**	94	73	44	**	**	**	52	**	**	**
	76%	**	79%	**	80%	77%	76%	**	**	**	85%	**	**	**
My provider contacted me	32	**	25	**	22	20	13	**	**	**	7	**	**	**
	21%	**	20%	**	18%	21%	22%	**	**	**	12%	**	**	**
Don’t know/ can’t remember	4	**	2	**	2	2	1	**	**	**	2	**	**	**
	2%	**	2%	**	2%	2%	2%	**	**	**	3%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	349	108	73	73	31	20	8	15	34	143	111	288	59	19
Effective Weighted Sample	304	95	67	62	27	18	7	13	28	121	101	249	55	18
Total	153	53	32	32	12	8	3	6	12	62	54	128	24	7
I contacted my provider	117	45	**	**	**	**	**	**	**	48	43	99	**	**
	76%	86%	**	**	**	**	**	**	**	78%	79%	77%	**	**
My provider contacted me	32	6	**	**	**	**	**	**	**	12	10	26	**	**
	21%	11%	**	**	**	**	**	**	**	19%	19%	20%	**	**
Don't know/ can't remember	4	1	**	**	**	**	**	**	**	2	1	3	**	**
	2%	3%	**	**	**	**	**	**	**	3%	2%	2%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	~a	b	~c	~d	a	~b	~c	~d
Unweighted total	349	109	123	115	183	163	99	100	77	69	303	21	17	8
Effective Weighted Sample	304	90	108	106	160	141	87	88	67	59	263	19	14	7
Total	153	43	58	52	81	71	47	44	33	27	133	10	7	3
I contacted my provider	117	31	45	40	61	55	**	33	**	**	101	**	**	**
	76%	72%	78%	78%	75%	78%	**	75%	**	**	76%	**	**	**
My provider contacted me	32	11	11	11	19	13	**	10	**	**	28	**	**	**
	21%	26%	18%	20%	24%	19%	**	22%	**	**	21%	**	**	**
Don't know/ can't remember	4	1	2	1	1	2	**	1	**	**	4	**	**	**
	2%	2%	4%	2%	2%	3%	**	2%	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	349	51	136	102	127	172
Effective Weighted Sample	304	42	119	91	111	151
Total	153	21	60	48	55	79
I contacted my provider	117	**	41	39	42	63
	76%	**	69%	82%	77%	80%
				b		
My provider contacted me	32	**	17	7	11	14
	21%	**	28%	15%	19%	18%
			c			
Don't know/ can't remember	4	**	2	1	2	2
	2%	**	3%	3%	3%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	162	28	134	38	124	90	72	16	7	42	58	10	28	26
Effective Weighted Sample	142	23	119	31	111	78	64	13	6	40	57	9	24	22
Total	75	10	65	15	61	42	33	6	3	16	37	4	9	10
I contacted my provider	69	**	61	**	57	**	**	**	**	**	**	**	**	**
	92%	**	94%	**	94%	**	**	**	**	**	**	**	**	**
My provider contacted me	4	**	2	**	2	**	**	**	**	**	**	**	**	**
	6%	**	4%	**	4%	**	**	**	**	**	**	**	**	**
Don’t know/ can’t remember	2	**	1	**	1	**	**	**	**	**	**	**	**	**
	2%	**	2%	**	2%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~c	d	~e	~f
Unweighted total	162	66	24	41	12	9	-	3	12	58	60	130	31	8
Effective Weighted Sample	142	59	22	36	10	8	-	3	9	51	54	112	29	7
Total	75	35	11	19	5	4	-	1	3	26	32	61	14	3
I contacted my provider	69	**	**	**	**	**	**	**	**	**	**	56	**	**
	92%	**	**	**	**	**	**	**	**	**	**	92%	**	**
My provider contacted me	4	**	**	**	**	**	**	**	**	**	**	4	**	**
	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	2	**	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	162	46	56	59	76	82	47	44	29	39	132	16	7	7
Effective Weighted Sample	142	38	49	54	67	72	43	37	25	35	115	14	7	7
Total	75	19	26	30	37	37	24	20	14	16	59	8	4	4
I contacted my provider	69	**	**	**	**	**	**	**	**	**	54	**	**	**
	92%	**	**	**	**	**	**	**	**	**	90%	**	**	**
My provider contacted me	4	**	**	**	**	**	**	**	**	**	4	**	**	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	**	**	**	**	**	**	**	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	162	38	60	38	57	77
Effective Weighted Sample	142	32	53	34	49	69
Total	75	17	28	19	26	36
I contacted my provider	69	**	**	**	**	**
	92%	**	**	**	**	**
My provider contacted me	4	**	**	**	**	**
	6%	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**
	2%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Received a discount	180	17	163	34	146	101	79	16	10	53	75	10	27	17
	17%	10%	18%	12%	19%	16%	18%	12%	10%	16%	21%	17%	16%	10%
			a		a	cd	cd			e	ade	e	e	
Added extra or improved services	117	15	102	23	94	73	44	16	12	18	52	11	22	15
	11%	9%	11%	8%	12%	11%	10%	11%	11%	5%	15%	19%	13%	9%
					a						ae	ae	ae	a
Reduced or downgraded services	69	8	61	12	57	39	30	5	3	15	35	4	8	8
	6%	5%	7%	4%	7%	6%	7%	3%	3%	5%	10%	7%	5%	5%
					a	cd	cd				ade			
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	293	35	258	60	233	175	118	30	20	75	123	18	45	34
	27%	20%	29%	21%	30%	27%	27%	22%	19%	22%	35%	31%	28%	20%
			a		a	cd	cd				ade	ae	ae	
ALL 3 CHANGES	7	*	7	1	7	4	4	1	*	-	4	1	2	*
	1%	*%	1%	*%	1%	1%	1%	*%	*%	-%	1%	2%	1%	*%
											ae	ae	ae	
DISCOUNT AND EXTRA SERVICES	38	3	35	5	33	20	18	4	3	6	20	4	6	3
	3%	2%	4%	2%	4%	3%	4%	3%	3%	2%	6%	6%	4%	2%
			a		a						ae	ae	a	
DISCOUNT AND REDUCED SERVICES	18	2	16	2	15	9	9	1	-	5	10	-	1	2
	2%	1%	2%	1%	2%	1%	2%	*%	-%	2%	3%	-%	1%	1%
					a		cd				cd			
EXTRA SERVICES AND REDUCED SERVICES	3	*	3	1	3	2	2	1	1	*	2	1	-	*
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	2%	-%	*%
												ade		
DISCOUNT ONLY	117	12	105	26	91	68	49	11	7	42	42	5	18	12
	11%	7%	12%	9%	12%	11%	11%	8%	6%	12%	12%	9%	11%	7%
			a		a	d	d			e	e		e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
EXTRA SERVICES ONLY	69	12	57	17	52	47	21	11	7	12	26	5	14	11
	6%	7%	6%	6%	7%	7%	5%	8%	7%	4%	7%	9%	8%	7%
						b					a	a	a	a
REDUCED SERVICES ONLY	41	6	35	9	32	25	16	3	2	10	20	2	5	6
	4%	3%	4%	3%	4%	4%	4%	2%	2%	3%	6%	3%	3%	3%
											ad			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	142	640	232	550	466	316	109	83	263	230	40	118	137
	73%	80%	71%	79%	70%	73%	73%	78%	81%	78%	65%	69%	72%	80%
		b		b				ab	ab	bcd			b	bcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Received a discount	180	61	30	49	14	8	3	**	8	69	71	148	31	8
	17%	22%	13%	20%	14%	15%	5%	**	13%	17%	17%	17%	16%	17%
		bdf	f	bdf	f	f								
Added extra or improved services	117	45	21	26	8	4	2	**	8	48	43	99	17	4
	11%	16%	9%	10%	8%	8%	4%	**	13%	12%	10%	11%	9%	8%
		bcdef	f	f										
Reduced or downgraded services	69	32	9	17	4	3	-	**	2	22	31	56	13	3
	6%	12%	4%	7%	4%	6%	-%	**	4%	5%	7%	6%	7%	7%
		bcdef	f	bf	f	f								
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	293	102	51	76	21	12	5	**	15	111	116	242	50	11
	27%	37%	23%	30%	21%	24%	8%	**	25%	27%	28%	27%	26%	23%
		bcdef	f	bdf	f	f								
ALL 3 CHANGES	7	5	*	1	-	-	-	**	*	3	2	6	1	1
	1%	2%	*%	1%	-%	-%	-%	**	*%	1%	1%	1%	1%	1%
		bcd												
DISCOUNT AND EXTRA SERVICES	38	17	6	8	4	2	*	**	3	17	14	33	4	1
	3%	6%	2%	3%	4%	4%	1%	**	4%	4%	3%	4%	2%	2%
		bcf												
DISCOUNT AND REDUCED SERVICES	18	7	3	6	1	1	-	**	*	4	10	14	3	2
	2%	2%	1%	2%	1%	2%	-%	**	*%	1%	2%	2%	2%	3%
											b			ab
EXTRA SERVICES AND REDUCED SERVICES	3	2	1	*	*	-	-	**	*	2	*	2	1	-
	*%	1%	*%	*%	*%	-%	-%	**	*%	*%	*%	*%	1%	-%
DISCOUNT ONLY	117	32	21	34	9	5	2	**	5	45	45	95	22	5
	11%	12%	9%	14%	9%	9%	4%	**	8%	11%	11%	11%	12%	10%
		f		bf										

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
EXTRA SERVICES ONLY	69	21	15	16	4	2	2	**	5	27	26	58	11	2
	6%	8%	7%	7%	4%	5%	3%	**	8%	7%	6%	7%	6%	4%
		df												
REDUCED SERVICES ONLY	41	18	5	10	3	2	-	**	2	13	19	34	7	1
	4%	7%	2%	4%	3%	4%	-%	**	3%	3%	5%	4%	4%	2%
		bcf		f	f	f								
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	173	175	175	77	39	52	**	45	297	297	638	141	37
	73%	63%	77%	70%	79%	76%	92%	**	75%	73%	72%	73%	74%	77%
			ac	a	ac	a	abcde							

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Received a discount	180	39	76	65	99	79	52	57	31	37	151	15	9	**
	17%	16%	18%	16%	17%	16%	16%	18%	15%	18%	17%	15%	14%	**
Added extra or improved services	117	31	45	40	61	55	34	33	24	24	101	7	5	**
	11%	13%	11%	10%	11%	11%	10%	11%	11%	11%	11%	7%	9%	**
											b			
Reduced or downgraded services	69	16	25	28	35	32	22	19	12	14	54	8	4	**
	6%	6%	6%	7%	6%	6%	7%	6%	6%	7%	6%	8%	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	293	66	118	107	156	134	89	84	55	60	243	24	15	**
	27%	27%	28%	27%	28%	27%	27%	27%	26%	29%	27%	24%	25%	**
ALL 3 CHANGES	7	3	2	2	3	3	2	3	*	3	6	1	1	**
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%	**
										c				
DISCOUNT AND EXTRA SERVICES	38	9	17	12	20	18	9	13	9	7	34	3	*	**
	3%	4%	4%	3%	3%	4%	3%	4%	4%	3%	4%	3%	1%	**
											c			
DISCOUNT AND REDUCED SERVICES	18	3	6	8	11	7	7	6	2	2	15	2	1	**
	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	3	1	1	1	2	2	1	1	1	1	3	-	-	**
	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	-%	-%	**
DISCOUNT ONLY	117	24	51	42	66	51	35	35	20	26	97	10	7	**
	11%	10%	12%	11%	12%	10%	11%	11%	10%	12%	11%	10%	11%	**
EXTRA SERVICES ONLY	69	18	25	25	36	32	23	18	14	14	59	3	4	**
	6%	7%	6%	6%	6%	6%	7%	6%	7%	7%	7%	3%	7%	**
											b			
REDUCED SERVICES ONLY	41	8	16	16	20	21	13	9	9	9	30	5	2	**
	4%	3%	4%	4%	3%	4%	4%	3%	4%	4%	3%	5%	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	178	309	292	412	367	238	233	155	148	642	76	46	**
	73%	73%	72%	73%	72%	73%	73%	73%	74%	71%	73%	76%	75%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Received a discount	180 17%	23 15%	79 18%	54 17%	57 20%	104 16%
Added extra or improved services	117 11%	17 11%	41 9%	39 12%	42 14% b	63 10%
Reduced or downgraded services	69 6%	15 10% bc	25 6%	19 6%	24 8% b	34 5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	293 27%	45 29%	116 27%	91 28%	95 33% b	163 26%
ALL 3 CHANGES	7 1%	1 1%	2 1%	2 1%	4 1% b	3 *%
DISCOUNT AND EXTRA SERVICES	38 3%	6 4%	16 4%	10 3%	14 5%	22 4%
DISCOUNT AND REDUCED SERVICES	18 2%	2 1%	8 2%	5 1%	4 1%	10 2%
EXTRA SERVICES AND REDUCED SERVICES	3 *%	1 *%	* *%	1 *%	2 1% b	* *%
DISCOUNT ONLY	117 11%	14 9%	52 12%	37 11%	36 12%	68 11%
EXTRA SERVICES ONLY	69 6%	10 6%	22 5%	25 8% b	22 8%	38 6%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
REDUCED SERVICES ONLY	41	12	14	10	14	21
	4%	8%	3%	3%	5%	3%
		bc				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	109	320	234	198	466
	73%	71%	73%	72%	67%	74%
						a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Received a discount	44	8	36	15	29	32	12	12	6	13	12	3	9	8
	4%	5%	4%	5%	4%	5%	3%	8%	6%	4%	3%	5%	5%	5%
						b		ab	b					
Added extra or improved services	32	7	25	11	22	20	13	4	2	10	7	3	7	6
	3%	4%	3%	4%	3%	3%	3%	3%	2%	3%	2%	5%	4%	4%
												b	b	
Reduced or downgraded services	4	2	2	2	2	2	2	2	*	1	1	-	1	2
	*%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	-%	*%	1%
		b												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72	15	57	26	46	50	22	16	9	22	18	5	14	14
	7%	9%	6%	9%	6%	8%	5%	11%	8%	6%	5%	9%	9%	8%
				b		b		ab	b				b	b
ALL 3 CHANGES	1	-	1	-	1	-	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	5	1	5	1	4	2	3	*	-	3	1	1	1	1
	*%	*%	1%	*%	1%	*%	1%	*%	-%	1%	*%	1%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	1	1	1	1	1	1	1	-	-	1	-	-	1
	*%	1%	*%	*%	*%	*%	*%	1%	-%	-%	*%	-%	-%	1%
		b												a
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	*	-	*	-	*	*	-	-	-	*	-
	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%
		b							b					
DISCOUNT ONLY	36	6	30	13	23	29	8	10	6	10	10	2	7	6
	3%	4%	3%	4%	3%	4%	2%	7%	6%	3%	3%	4%	5%	4%
						b		ab	b					

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
EXTRA SERVICES ONLY	26	6	20	9	17	17	9	4	2	8	6	2	5	6
	2%	4%	2%	3%	2%	3%	2%	3%	2%	2%	2%	4%	3%	3%
REDUCED SERVICES ONLY	2	1	1	1	1	1	1	*	-	1	-	-	*	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1003	162	841	266	737	590	413	124	94	317	336	53	149	157
	93%	91%	94%	91%	94%	92%	95%	89%	92%	94%	95%	91%	91%	92%
					a	c	acd				de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Received a discount	44	7	9	12	3	3	2	**	4	21	12	38	6	2
	4%	2%	4%	5%	3%	7%	3%	**	7%	5%	3%	4%	3%	4%
				a		a			ce	c				
Added extra or improved services	32	6	10	5	4	4	1	**	4	12	10	26	6	3
	3%	2%	4%	2%	4%	7%	3%	**	8%	3%	2%	3%	3%	6%
			c			ac			bcde					bcd
Reduced or downgraded services	4	1	1	1	*	*	-	**	*	3	1	4	1	-
	*%	*%	1%	*%	*%	1%	-%	**	*%	1%	*%	*%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72	11	19	15	7	7	3	**	8	33	21	62	10	4
	7%	4%	8%	6%	7%	14%	6%	**	13%	8%	5%	7%	5%	8%
			a			acdf			bcde	c				
ALL 3 CHANGES	1	1	-	-	-	-	-	**	-	-	-	-	1	-
	*%	*%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%	*%	-%
													d	
DISCOUNT AND EXTRA SERVICES	5	1	1	2	1	*	-	**	1	1	1	4	2	1
	*%	*%	*%	1%	1%	*%	-%	**	2%	*%	*%	*%	1%	2%
									bcd					bcd
DISCOUNT AND REDUCED SERVICES	2	1	-	1	-	-	-	**	-	2	-	2	-	-
	*%	*%	-%	*%	-%	-%	-%	**	-%	*%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	-	-	*	-	**	-	*	-	*	-	-
	*%	-%	-%	-%	-%	1%	-%	**	-%	*%	-%	*%	-%	-%
						abc								
DISCOUNT ONLY	36	5	7	9	2	3	2	**	3	19	10	32	4	1
	3%	2%	3%	3%	2%	6%	3%	**	5%	5%	3%	4%	2%	2%
						a			ce	ce		e		
EXTRA SERVICES ONLY	26	5	9	3	3	3	1	**	3	10	9	22	4	2
	2%	2%	4%	1%	3%	6%	3%	**	6%	2%	2%	3%	2%	4%
			ac		c	ac			bcde					

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
REDUCED SERVICES ONLY	2	-	1	-	*	-	-	**	*	1	1	1	*	-
	*%	-%	1%	-%	*%	-%	-%	**	*%	*%	*%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1003	264	208	235	92	44	54	**	52	375	392	819	181	44
	93%	96%	92%	94%	93%	86%	94%	**	87%	92%	95%	93%	95%	92%
		be		e	e		e			a	ab	a	a	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Received a discount	44	18	13	12	24	20	16	10	8	10	38	4	2	**
	4%	7%	3%	3%	4%	4%	5%	3%	4%	5%	4%	4%	3%	**
		bc												
Added extra or improved services	32	11	11	11	19	13	11	10	9	3	28	3	1	**
	3%	5%	2%	3%	3%	3%	3%	3%	4%	1%	3%	3%	2%	**
		bc					d	d	d					
Reduced or downgraded services	4	2	1	1	1	3	2	1	*	2	4	*	-	**
	*%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72	28	23	21	40	32	25	18	16	13	63	6	3	**
	7%	11%	5%	5%	7%	6%	8%	6%	8%	6%	7%	6%	6%	**
		bc												
ALL 3 CHANGES	1	-	-	1	-	1	-	1	-	-	1	-	-	**
	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	5	2	1	2	4	2	3	1	1	1	4	1	-	**
	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%	*%	1%	-%	**
												a		
DISCOUNT AND REDUCED SERVICES	2	1	1	-	-	2	1	-	-	1	2	-	-	**
	*%	*%	*%	-%	-%	*%	*%	-%	-%	1%	*%	-%	-%	**
		c				a								
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	-	*	-	*	-	-	-	*	-	-	**
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**
DISCOUNT ONLY	36	15	11	10	20	16	12	8	7	8	32	2	2	**
	3%	6%	3%	2%	4%	3%	4%	3%	3%	4%	4%	2%	3%	**
		bc												
EXTRA SERVICES ONLY	26	9	9	8	15	11	8	8	8	2	23	2	1	**
	2%	4%	2%	2%	3%	2%	2%	3%	4%	1%	3%	2%	2%	**
									d					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
REDUCED SERVICES ONLY	2	1	*	1	1	1	1	*	*	1	1	*	-	**
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1003	217	404	378	529	469	302	299	194	195	823	94	57	**
	93%	89%	95%	95%	93%	94%	92%	94%	92%	94%	93%	94%	94%	**
			a	a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Received a discount	44	5	24	11	17	21
	4%	3%	5%	3%	6%	3%
			c		b	
Added extra or improved services	32	3	17	7	11	14
	3%	2%	4%	2%	4%	2%
			c			
Reduced or downgraded services	4	1	2	1	2	2
	*%	1%	*%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	72	9	38	17	24	34
	7%	6%	9%	5%	8%	5%
			c		b	
ALL 3 CHANGES	1	-	1	-	1	-
	*%	-%	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	5	*	3	1	2	2
	*%	*%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	-	1	1	1	*
	*%	-%	*%	*%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	-	-	*
	*%	*%	-%	-%	-%	*%
DISCOUNT ONLY	36	5	19	9	13	18
	3%	3%	4%	3%	4%	3%
EXTRA SERVICES ONLY	26	2	13	6	8	11
	2%	2%	3%	2%	3%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
REDUCED SERVICES ONLY	2	1	*	-	-	1
	*%	1%	*%	-%	-%	*%
		c				
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1003	145	398	308	269	595
	93%	94%	91%	95%	92%	95%
				b		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Discussed deals or offers with any other provider	101	16	85	26	75	70	32	28	20	33	32	4	16	15
	9%	9%	9%	9%	10%	11%	7%	20%	20%	10%	9%	7%	10%	9%
						b		ab	ab					
Looked at deals or offers from any other provider	328	58	269	89	238	231	97	62	39	106	107	13	51	56
	30%	33%	30%	31%	30%	36%	22%	45%	38%	31%	30%	23%	31%	33%
						b		ab	b	c				c
Talked with friends or family for recommendations about providers	167	32	135	50	116	104	63	24	17	49	58	5	26	31
	16%	18%	15%	17%	15%	16%	15%	17%	17%	15%	16%	8%	16%	18%
										c	c		c	c
None of these	597	90	506	157	440	318	279	52	46	192	193	40	88	88
	56%	51%	56%	54%	56%	50%	64%	37%	44%	57%	55%	68%	54%	51%
			a			c	acd					abde		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Discussed deals or offers with any other provider	101	24	25	25	4	5	4	**	7	45	39	90	10	2
	9%	9%	11%	10%	4%	11%	7%	**	11%	11%	9%	10%	5%	3%
		d	d	d		d			ef	ef	ef	ef		
Looked at deals or offers from any other provider	328	79	60	82	33	16	15	**	22	147	116	286	40	11
	30%	29%	27%	33%	34%	31%	27%	**	37%	36%	28%	32%	21%	23%
				b	b				cef	cdef	e	cef		
Talked with friends or family for recommendations about providers	167	43	29	43	16	9	9	**	12	71	56	140	26	4
	16%	16%	13%	17%	16%	18%	15%	**	21%	18%	14%	16%	14%	8%
				b					cef	cf		f		
None of these	597	158	135	131	53	27	34	**	27	204	239	469	126	34
	56%	57%	60%	52%	54%	53%	60%	**	44%	50%	58%	53%	66%	71%
			c								abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Discussed deals or offers with any other provider	101	29	44	27	60	41	36	30	19	15	82	14	4	**
	9%	12%	10%	7%	10%	8%	11%	9%	9%	7%	9%	14%	6%	**
		c	c		b		d					ac		
Looked at deals or offers from any other provider	328	88	144	94	196	130	112	94	63	55	274	29	16	**
	30%	36%	34%	23%	34%	26%	34%	30%	30%	26%	31%	29%	26%	**
		c	c		b		d							
Talked with friends or family for recommendations about providers	167	50	58	58	79	87	44	58	32	32	140	15	7	**
	16%	20%	14%	15%	14%	17%	14%	18%	15%	15%	16%	15%	12%	**
		bc				a		a						
None of these	597	118	227	249	304	289	173	174	117	125	487	53	38	**
	56%	48%	53%	62%	53%	58%	53%	55%	56%	60%	55%	54%	62%	**
				ab		a				a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Discussed deals or offers with any other provider	101	18	42	32	27	55
	9%	11%	10%	10%	9%	9%
Looked at deals or offers from any other provider	328	47	136	101	89	191
	30%	31%	31%	31%	31%	30%
Talked with friends or family for recommendations about providers	167	23	66	52	53	91
	16%	15%	15%	16%	18%	14%
					b	
None of these	597	82	239	180	157	356
	56%	54%	55%	55%	53%	57%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Yes	390	66	324	104	287	248	142	61	41	124	118	20	67	64
	36%	37%	36%	36%	37%	39%	33%	43%	39%	37%	33%	34%	41%	37%
						b		b	b				b	
No	684	111	574	188	497	392	292	79	62	214	235	38	95	108
	64%	63%	64%	64%	63%	61%	67%	57%	61%	63%	67%	66%	59%	63%
							acd				d			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Yes	390	84	98	97	30	20	14	**	25	151	148	324	65	17
	36%	30%	43%	39%	31%	39%	24%	**	41%	37%	36%	37%	34%	35%
			adf	adf		af								
No	684	192	128	153	68	31	43	**	35	256	265	556	126	31
	64%	70%	57%	61%	69%	61%	76%	**	59%	63%	64%	63%	66%	65%
		bce			bc		bce							

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Yes	390	99	151	139	219	170	127	112	72	73	316	37	23	**
	36%	40%	35%	35%	39%	34%	39%	35%	34%	35%	36%	37%	38%	**
		bc			b									
No	684	146	276	260	349	331	199	206	138	135	569	63	38	**
	64%	60%	65%	65%	61%	66%	61%	65%	66%	65%	64%	63%	62%	**
			a	a		a								

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Yes	390	53	157	122	106	232
	36%	34%	36%	37%	36%	37%
No	684	101	278	204	187	397
	64%	66%	64%	63%	64%	63%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted total	930	187	743	280	650	592	338	157	96	329	189	48	192	178
Effective Weighted Sample	806	150	658	229	578	509	297	127	84	307	182	46	172	142
Total	390	66	324	104	287	248	142	61	41	124	118	20	67	64
Looked into deals with my existing provider at that time	172	22	150	34	138	108	64	23	**	55	65	**	24	22
	44%	33%	46%	32%	48%	44%	45%	38%	**	45%	55%	**	35%	34%
			a		a					de	ade			
Looked into deals with alternative provider/s	123	22	101	30	93	87	37	26	**	40	42	**	17	21
	32%	33%	31%	29%	33%	35%	26%	42%	**	32%	36%	**	25%	34%
						b		b			d			
Contacted my existing provider at that time	117	18	99	30	87	72	44	18	**	36	45	**	17	16
	30%	27%	31%	29%	30%	29%	31%	30%	**	29%	38%	**	25%	25%
											ade			
Signed up for a contract with my existing provider at that time	99	14	85	22	77	56	43	5	**	37	33	**	13	14
	25%	21%	26%	21%	27%	23%	30%	8%	**	29%	28%	**	19%	22%
						c	ac			d	d			
Contacted alternative provider/s	35	7	28	13	22	28	7	13	**	11	12	**	5	6
	9%	10%	9%	12%	8%	11%	5%	21%	**	9%	10%	**	8%	10%
				b		b		ab						
Signed up for a contract with an alternative provider	25	8	17	10	15	23	1	16	**	10	4	**	4	7
	6%	11%	5%	10%	5%	9%	1%	26%	**	8%	4%	**	5%	11%
		b		b		b		ab						bd
Something else	6	1	5	2	4	4	2	1	**	1	2	**	1	1
	1%	1%	1%	2%	1%	1%	1%	1%	**	1%	2%	**	1%	2%
I did not take any action	84	11	73	22	62	51	33	9	**	26	25	**	17	11
	22%	17%	23%	21%	22%	21%	23%	15%	**	21%	21%	**	26%	17%
							c							
Can't remember	16	4	12	6	10	9	7	3	**	4	2	**	6	4
	4%	7%	4%	6%	4%	4%	5%	5%	**	3%	2%	**	8%	6%
													ab	b

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~a	b	c	d	e	~f
Unweighted total	930	173	237	223	75	56	36	42	72	367	320	759	168	47
Effective Weighted Sample	806	149	218	189	66	48	33	37	59	307	287	652	155	43
Total	390	84	98	97	30	20	14	16	25	151	148	324	65	17
Looked into deals with my existing provider at that time	172	42	44	45	**	**	**	**	**	69	67	146	26	**
	44%	50%	45%	46%	**	**	**	**	**	46%	46%	45%	40%	**
Looked into deals with alternative provider/s	123	23	28	33	**	**	**	**	**	52	49	109	14	**
	32%	28%	28%	34%	**	**	**	**	**	34%	33%	34%	22%	**
										e	e	e		
Contacted my existing provider at that time	117	25	30	33	**	**	**	**	**	49	43	97	19	**
	30%	29%	31%	34%	**	**	**	**	**	32%	29%	30%	29%	**
Signed up for a contract with my existing provider at that time	99	21	25	22	**	**	**	**	**	35	37	77	22	**
	25%	25%	26%	23%	**	**	**	**	**	23%	25%	24%	33%	**
													bd	
Contacted alternative provider/s	35	8	11	6	**	**	**	**	**	23	9	33	2	**
	9%	9%	11%	6%	**	**	**	**	**	15%	6%	10%	3%	**
			c							cde		ce		
Signed up for a contract with an alternative provider	25	5	5	3	**	**	**	**	**	13	7	23	1	**
	6%	5%	5%	3%	**	**	**	**	**	8%	5%	7%	2%	**
										e		e		
Something else	6	1	3	2	**	**	**	**	**	3	2	5	1	**
	1%	1%	3%	2%	**	**	**	**	**	2%	2%	2%	1%	**
I did not take any action	84	18	21	20	**	**	**	**	**	29	31	64	21	**
	22%	22%	22%	20%	**	**	**	**	**	19%	21%	20%	32%	**
													bcd	
Can't remember	16	3	2	5	**	**	**	**	**	7	7	15	1	**
	4%	4%	2%	5%	**	**	**	**	**	5%	5%	5%	2%	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted total	930	262	337	328	522	405	287	259	177	194	769	82	50	29
Effective Weighted Sample	806	214	292	299	454	349	251	223	154	169	662	73	46	26
Total	390	99	151	139	219	170	127	112	72	73	316	37	23	14
Looked into deals with my existing provider at that time	172	40	71	61	97	74	57	50	32	29	136	**	**	**
	44%	40%	47%	44%	44%	44%	45%	45%	45%	40%	43%	**	**	**
Looked into deals with alternative provider/s	123	34	54	35	74	48	43	40	18	22	101	**	**	**
	32%	35%	36%	25%	34%	28%	34%	36%	25%	29%	32%	**	**	**
		c	c				c	c						
Contacted my existing provider at that time	117	32	41	43	71	45	41	35	21	20	96	**	**	**
	30%	32%	27%	31%	32%	27%	32%	32%	29%	27%	30%	**	**	**
Signed up for a contract with my existing provider at that time	99	22	35	42	55	44	28	37	15	19	81	**	**	**
	25%	22%	23%	30%	25%	26%	22%	33%	21%	26%	26%	**	**	**
				ab				ac						
Contacted alternative provider/s	35	15	15	4	18	16	16	7	8	3	32	**	**	**
	9%	15%	10%	3%	8%	10%	12%	7%	12%	4%	10%	**	**	**
		c	c				bd		d					
Signed up for a contract with an alternative provider	25	13	8	4	16	9	10	7	4	3	22	**	**	**
	6%	13%	5%	3%	7%	5%	8%	6%	6%	4%	7%	**	**	**
		bc												
Something else	6	1	3	2	3	2	1	2	2	*	5	**	**	**
	1%	1%	2%	1%	2%	1%	1%	2%	3%	*%	2%	**	**	**
I did not take any action	84	16	35	34	48	36	29	23	12	19	68	**	**	**
	22%	16%	23%	24%	22%	21%	23%	21%	17%	26%	22%	**	**	**
			a	a						c				
Can't remember	16	6	6	5	6	10	4	3	5	4	14	**	**	**
	4%	6%	4%	3%	3%	6%	3%	2%	7%	5%	4%	**	**	**
						a			b					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	930	130	377	275	274	524
Effective Weighted Sample	806	111	327	238	235	461
Total	390	53	157	122	106	232
Looked into deals with my existing provider at that time	172	20	68	59	43	111
	44%	39%	44%	48%	40%	48%
						a
Looked into deals with alternative provider/s	123	16	47	42	27	79
	32%	31%	30%	35%	26%	34%
						a
Contacted my existing provider at that time	117	10	57	36	29	72
	30%	19%	36%	30%	27%	31%
			a	a		
Signed up for a contract with my existing provider at that time	99	9	48	28	26	64
	25%	17%	31%	23%	25%	27%
			ac			
Contacted alternative provider/s	35	4	18	8	12	16
	9%	7%	12%	7%	11%	7%
			c		b	
Signed up for a contract with an alternative provider	25	5	9	6	10	13
	6%	10%	6%	5%	9%	6%
Something else	6	1	2	2	2	4
	1%	2%	1%	2%	2%	2%
I did not take any action	84	13	27	31	27	49
	22%	25%	17%	26%	25%	21%
		b		b		
Can't remember	16	3	5	5	4	7
	4%	5%	3%	4%	4%	3%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Agree strongly	182	36	146	51	130	102	80	18	11	51	54	13	31	34
	17%	20%	16%	18%	17%	16%	18%	13%	11%	15%	15%	22%	19%	20%
		b				d	cd					a		a
Agree slightly	371	59	312	94	276	212	159	45	28	110	125	24	58	57
	34%	33%	35%	32%	35%	33%	37%	32%	27%	32%	35%	41%	36%	33%
							d							
Disagree slightly	197	39	157	62	134	131	66	29	22	65	56	9	31	38
	18%	22%	18%	21%	17%	20%	15%	21%	21%	19%	16%	15%	19%	22%
		b		b		b		b	b					b
Disagree strongly	189	26	163	49	140	127	63	37	33	69	70	6	21	26
	18%	15%	18%	17%	18%	20%	14%	26%	32%	21%	20%	11%	13%	15%
						b		ab	ab	cde	cde			
Don't know	136	18	119	34	102	69	68	11	9	44	48	7	21	17
	13%	10%	13%	12%	13%	11%	16%	8%	9%	13%	14%	12%	13%	10%
							acd							
TOTAL AGREE	552	94	458	145	407	314	238	62	39	161	179	36	89	91
	51%	53%	51%	50%	52%	49%	55%	45%	38%	47%	51%	62%	55%	53%
						d	acd					abe	a	
TOTAL DISAGREE	386	65	321	112	274	258	128	66	55	134	126	15	52	64
	36%	37%	36%	38%	35%	40%	30%	47%	54%	40%	36%	26%	32%	37%
						b		ab	ab	cd	c			c

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Agree strongly	182	51	39	33	17	10	10	**	12	59	63	134	47	16
	17%	19%	17%	13%	17%	20%	18%	**	20%	15%	15%	15%	25%	34%
		c				c							bcd	abcde
Agree slightly	371	94	82	87	34	21	15	**	26	136	142	304	66	13
	34%	34%	36%	35%	34%	41%	27%	**	43%	33%	34%	34%	35%	26%
			f			f			bcdef					
Disagree slightly	197	45	37	49	17	8	15	**	12	76	84	172	24	7
	18%	16%	16%	19%	17%	17%	26%	**	19%	19%	20%	20%	12%	14%
							abde		e	e	e	e		
Disagree strongly	189	48	33	54	18	8	10	**	6	87	71	164	24	4
	18%	17%	14%	22%	18%	16%	17%	**	9%	21%	17%	19%	13%	9%
				b						acef	aef	aef		
Don't know	136	37	36	29	13	4	7	**	5	49	52	107	30	8
	13%	14%	16%	11%	13%	7%	12%	**	8%	12%	13%	12%	16%	17%
		e	ce										ad	a
TOTAL AGREE	552	145	121	119	51	31	26	**	38	195	205	438	113	29
	51%	53%	53%	48%	52%	60%	45%	**	64%	48%	50%	50%	59%	60%
						cf			bcd				bcd	bcd
TOTAL DISAGREE	386	93	70	103	34	16	24	**	17	163	156	336	48	11
	36%	34%	31%	41%	35%	32%	43%	**	29%	40%	38%	38%	25%	23%
				ab			ab			aef	aef	aef		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Agree strongly	182	42	61	79	106	74	41	57	40	40	148	17	11	**
	17%	17%	14%	20%	19%	15%	13%	18%	19%	19%	17%	17%	18%	**
				b	b			a	a	a				
Agree slightly	371	90	140	140	198	172	120	101	81	66	310	31	21	**
	34%	37%	33%	35%	35%	34%	37%	32%	39%	32%	35%	31%	35%	**
							bd		bd					
Disagree slightly	197	50	74	71	101	94	63	60	32	39	162	18	11	**
	18%	21%	17%	18%	18%	19%	19%	19%	16%	19%	18%	18%	19%	**
Disagree strongly	189	38	95	55	103	84	70	54	30	33	152	21	11	**
	18%	16%	22%	14%	18%	17%	21%	17%	14%	16%	17%	21%	19%	**
			ac				bcd							
Don't know	136	24	57	55	60	76	32	45	26	30	113	13	6	**
	13%	10%	13%	14%	11%	15%	10%	14%	12%	14%	13%	13%	10%	**
			a	a		a		a		a				
TOTAL AGREE	552	132	201	219	304	247	161	158	120	106	458	47	32	**
	51%	54%	47%	55%	53%	49%	50%	50%	58%	51%	52%	48%	53%	**
		b		b	b				abd					
TOTAL DISAGREE	386	89	169	126	204	178	133	114	63	72	315	39	23	**
	36%	36%	40%	32%	36%	36%	41%	36%	30%	35%	36%	39%	37%	**
		c	c				cd	c						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Agree strongly	182	28	81	46	60	94
	17%	18%	19%	14%	20%	15%
			c		b	
Agree slightly	371	45	156	112	91	225
	34%	29%	36%	34%	31%	36%
			a			a
Disagree slightly	197	27	77	67	54	116
	18%	18%	18%	21%	18%	18%
Disagree strongly	189	28	68	67	51	116
	18%	19%	16%	20%	17%	18%
				b		
Don't know	136	24	53	34	37	78
	13%	16%	12%	10%	13%	12%
		c				
TOTAL AGREE	552	73	236	158	151	319
	51%	48%	54%	49%	51%	51%
			ac			
TOTAL DISAGREE	386	56	146	134	105	232
	36%	36%	33%	41%	36%	37%
				b		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Agree strongly	145	36	110	54	92	84	61	21	13	47	34	7	25	34
	14%	20%	12%	18%	12%	13%	14%	15%	13%	14%	10%	12%	15%	20%
		b		b						b			b	abc
Agree slightly	381	67	314	108	273	230	150	58	42	132	107	20	61	65
	35%	38%	35%	37%	35%	36%	35%	42%	41%	39%	30%	34%	37%	38%
								ab		b			b	b
Disagree slightly	308	44	264	71	237	188	121	40	30	93	120	14	41	43
	29%	25%	29%	25%	30%	29%	28%	29%	29%	27%	34%	25%	25%	25%
			a		a						acde			
Disagree strongly	185	20	165	39	146	108	77	14	13	49	75	15	28	20
	17%	11%	18%	13%	19%	17%	18%	10%	12%	14%	21%	25%	17%	11%
			a		a	c	cd				ae	ade	e	
Don't know	55	10	45	19	36	30	25	6	6	17	17	2	9	10
	5%	6%	5%	7%	5%	5%	6%	4%	5%	5%	5%	4%	6%	6%
				b										
TOTAL AGREE	526	103	423	162	364	315	211	79	55	179	141	27	85	99
	49%	58%	47%	55%	47%	49%	49%	56%	53%	53%	40%	47%	52%	58%
		b		b				ab		b			b	bc
TOTAL DISAGREE	493	64	429	110	383	296	197	55	43	142	195	29	69	63
	46%	36%	48%	38%	49%	46%	45%	39%	41%	42%	55%	50%	42%	37%
			a		a	c	c				ade	e		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Agree strongly	145	37	24	20	21	10	8	**	13	57	47	117	29	10
	14%	13%	11%	8%	22%	19%	14%	**	21%	14%	11%	13%	15%	21%
		c			abcf	bc	c		bcd					bcd
Agree slightly	381	86	82	66	46	22	27	**	23	150	140	313	66	16
	35%	31%	36%	26%	47%	44%	47%	**	38%	37%	34%	36%	35%	33%
			c		abc	ac	abc							
Disagree slightly	308	86	71	83	18	12	15	**	16	117	119	252	57	11
	29%	31%	31%	33%	19%	23%	26%	**	27%	29%	29%	29%	30%	22%
		de	de	de										
Disagree strongly	185	52	35	73	6	6	4	**	5	63	85	153	31	8
	17%	19%	15%	29%	6%	11%	6%	**	9%	15%	21%	17%	16%	17%
		def	df	abdef						a	abde	a	a	a
Don't know	55	15	15	9	6	1	4	**	3	21	22	46	9	4
	5%	5%	7%	3%	6%	3%	7%	**	6%	5%	5%	5%	5%	7%
			c											
TOTAL AGREE	526	123	106	85	67	32	35	**	35	207	188	430	95	26
	49%	45%	47%	34%	68%	63%	61%	**	59%	51%	45%	49%	50%	54%
		c	c		abc	abc	abc		bcde	c				
TOTAL DISAGREE	493	138	105	156	25	17	18	**	21	180	203	404	87	19
	46%	50%	47%	62%	25%	34%	32%	**	35%	44%	49%	46%	46%	39%
		def	def	abdef						a	abf	a	a	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Agree strongly	145	44	50	52	79	66	31	43	37	33	124	12	6	**
	14%	18%	12%	13%	14%	13%	10%	13%	17%	16%	14%	12%	10%	**
		bc						a	a	a				
Agree slightly	381	91	159	130	209	171	123	109	72	72	310	36	25	**
	35%	37%	37%	32%	37%	34%	38%	34%	35%	35%	35%	37%	40%	**
			c											
Disagree slightly	308	67	124	117	165	142	103	96	51	54	250	29	19	**
	29%	28%	29%	29%	29%	28%	32%	30%	25%	26%	28%	29%	31%	**
							cd	c						
Disagree strongly	185	30	73	80	91	93	61	55	34	34	156	17	9	**
	17%	12%	17%	20%	16%	19%	19%	17%	16%	17%	18%	17%	15%	**
			a	a										
Don't know	55	13	21	21	26	29	8	16	15	15	46	5	2	**
	5%	5%	5%	5%	4%	6%	2%	5%	7%	7%	5%	5%	3%	**
								a	a	a				
TOTAL AGREE	526	134	209	181	287	237	154	151	109	105	434	49	31	**
	49%	55%	49%	45%	51%	47%	47%	48%	52%	50%	49%	49%	50%	**
		bc												
TOTAL DISAGREE	493	97	197	197	256	235	165	151	85	88	406	46	28	**
	46%	40%	46%	49%	45%	47%	50%	47%	41%	42%	46%	46%	47%	**
			a	a			cd	c						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Agree strongly	145	22	64	41	48	73
	14%	14%	15%	13%	16%	12%
					b	
Agree slightly	381	53	160	114	102	228
	35%	34%	37%	35%	35%	36%
Disagree slightly	308	41	121	102	75	194
	29%	27%	28%	31%	26%	31%
						a
Disagree strongly	185	24	73	60	54	108
	17%	16%	17%	18%	19%	17%
Don't know	55	14	18	9	13	26
	5%	9%	4%	3%	5%	4%
		bc				
TOTAL AGREE	526	74	224	155	151	301
	49%	48%	51%	48%	51%	48%
TOTAL DISAGREE	493	65	193	161	129	302
	46%	42%	44%	50%	44%	48%
				ab		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Agree strongly	185	37	148	57	129	103	83	18	13	53	53	14	31	36
	17%	21%	17%	19%	16%	16%	19%	13%	13%	16%	15%	23%	19%	21%
		b					acd					ab		ab
Agree slightly	390	69	321	109	280	224	166	48	31	112	128	22	63	67
	36%	39%	36%	38%	36%	35%	38%	34%	30%	33%	36%	38%	39%	39%
							d						a	a
Disagree slightly	195	36	159	61	134	130	65	28	20	67	55	8	32	35
	18%	20%	18%	21%	17%	20%	15%	20%	19%	20%	16%	15%	20%	21%
				b		b		b		b				b
Disagree strongly	188	23	165	43	145	124	64	35	31	66	71	8	23	22
	17%	13%	18%	15%	18%	19%	15%	25%	30%	20%	20%	13%	14%	13%
			a		a	b		ab	ab	de	de			
Don't know	117	12	105	21	95	60	57	11	8	40	45	6	13	12
	11%	7%	12%	7%	12%	9%	13%	8%	8%	12%	13%	11%	8%	7%
			a		a		acd			de	de			
TOTAL AGREE	575	106	469	166	409	326	249	66	44	165	181	36	95	102
	54%	60%	52%	57%	52%	51%	57%	47%	42%	49%	51%	62%	58%	60%
		b		b		d	acd					ab	ab	ab
TOTAL DISAGREE	383	59	324	104	279	254	129	63	51	133	127	16	55	57
	36%	33%	36%	36%	36%	40%	30%	45%	50%	39%	36%	28%	34%	33%
						b		b	ab	ce				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Agree strongly	185	49	40	33	18	11	10	**	15	55	66	137	48	16
	17%	18%	18%	13%	18%	21%	17%	**	25%	14%	16%	16%	25%	33%
		c	c			c			bcd				bcd	bcd
Agree slightly	390	95	88	93	36	19	18	**	24	147	150	321	68	13
	36%	34%	39%	37%	37%	37%	32%	**	41%	36%	36%	36%	36%	28%
									f					
Disagree slightly	195	51	35	47	16	9	14	**	11	76	82	170	25	7
	18%	19%	15%	19%	16%	17%	25%	**	19%	19%	20%	19%	13%	14%
							bd			e	e	e		
Disagree strongly	188	50	31	53	18	9	9	**	5	89	69	163	24	5
	17%	18%	14%	21%	19%	17%	16%	**	9%	22%	17%	19%	12%	10%
		b		b						acdef	aef	aef		
Don't know	117	29	33	26	10	3	6	**	4	41	46	90	26	7
	11%	11%	14%	10%	10%	7%	10%	**	6%	10%	11%	10%	14%	15%
			ce								a		abd	a
TOTAL AGREE	575	144	128	125	54	30	28	**	39	202	216	457	116	29
	54%	52%	57%	50%	55%	59%	50%	**	66%	50%	52%	52%	61%	61%
			c						bcd				bcd	bd
TOTAL DISAGREE	383	102	66	100	34	18	23	**	17	165	151	333	49	11
	36%	37%	29%	40%	35%	35%	41%	**	28%	40%	37%	38%	25%	24%
		b		b			b			aef	aef	aef		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Agree strongly	185	41	61	83	106	79	43	58	41	41	156	15	11	**
	17%	17%	14%	21%	19%	16%	13%	18%	20%	20%	18%	15%	17%	**
				b				a	a	a				
Agree slightly	390	98	146	145	210	179	124	109	85	68	322	36	22	**
	36%	40%	34%	36%	37%	36%	38%	34%	41%	32%	36%	36%	36%	**
		b					d		bd					
Disagree slightly	195	48	76	70	99	95	66	56	30	41	159	19	12	**
	18%	20%	18%	18%	17%	19%	20%	18%	14%	20%	18%	19%	20%	**
							c			c				
Disagree strongly	188	38	97	52	101	85	66	54	31	34	150	21	12	**
	17%	15%	23%	13%	18%	17%	20%	17%	15%	16%	17%	21%	19%	**
			ac				c							
Don’t know	117	19	48	50	53	63	28	40	22	24	98	9	5	**
	11%	8%	11%	12%	9%	13%	8%	13%	11%	12%	11%	9%	8%	**
			a	a		a		a						
TOTAL AGREE	575	140	206	228	316	257	166	167	126	109	479	51	32	**
	54%	57%	48%	57%	56%	51%	51%	53%	60%	52%	54%	51%	53%	**
		b		b	b				abd					
TOTAL DISAGREE	383	86	173	122	200	180	132	110	61	75	309	39	24	**
	36%	35%	40%	31%	35%	36%	41%	35%	29%	36%	35%	40%	39%	**
		c	ac				bc	c		c				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Agree strongly	185	31	80	47	54	105
	17%	20%	18%	14%	18%	17%
		c	c			
Agree slightly	390	49	162	121	101	231
	36%	32%	37%	37%	35%	37%
Disagree slightly	195	25	78	64	54	111
	18%	16%	18%	20%	18%	18%
Disagree strongly	188	29	69	65	52	115
	17%	19%	16%	20%	18%	18%
				b		
Don't know	117	20	47	29	32	67
	11%	13%	11%	9%	11%	11%
TOTAL AGREE	575	80	242	167	155	336
	54%	52%	55%	52%	53%	53%
TOTAL DISAGREE	383	54	147	128	106	226
	36%	35%	34%	39%	36%	36%
				b		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Agree strongly	141	25	116	37	104	78	62	14	9	40	48	10	19	24
	13%	14%	13%	13%	13%	12%	14%	10%	8%	12%	13%	16%	12%	14%
							cd							
Agree slightly	320	57	263	92	228	180	140	36	20	92	105	18	51	55
	30%	32%	29%	32%	29%	28%	32%	26%	20%	27%	30%	31%	32%	32%
						d	acd							
Disagree slightly	285	44	241	72	213	173	112	42	31	95	95	13	44	43
	27%	25%	27%	25%	27%	27%	26%	30%	31%	28%	27%	22%	27%	25%
Disagree strongly	258	38	220	65	193	166	92	41	36	90	84	14	37	36
	24%	21%	25%	22%	25%	26%	21%	29%	35%	27%	24%	24%	23%	21%
						b		b	ab	e				
Don't know	71	14	58	25	46	43	28	7	6	21	22	4	11	13
	7%	8%	6%	9%	6%	7%	7%	5%	6%	6%	6%	7%	7%	8%
				b										
TOTAL AGREE	460	82	379	129	331	258	202	50	29	133	153	27	71	79
	43%	46%	42%	44%	42%	40%	47%	35%	28%	39%	43%	47%	43%	46%
						d	acd							a
TOTAL DISAGREE	543	82	461	137	406	339	204	83	68	185	179	27	81	79
	51%	46%	51%	47%	52%	53%	47%	59%	66%	55%	51%	46%	50%	46%
			a		a	b		ab	ab	e				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Agree strongly	141	40	29	37	10	9	4	**	12	58	55	126	15	4
	13%	14%	13%	15%	10%	17%	7%	**	21%	14%	13%	14%	8%	9%
		f		f		df			bcdef	e	e	e		
Agree slightly	320	83	67	86	28	13	11	**	19	133	117	269	50	10
	30%	30%	30%	34%	28%	26%	19%	**	32%	33%	28%	31%	26%	20%
		f	f	f	f				f	cef		f		
Disagree slightly	285	71	60	65	30	13	16	**	13	108	116	237	47	11
	27%	26%	27%	26%	30%	25%	29%	**	22%	27%	28%	27%	24%	23%
Disagree strongly	258	63	54	53	20	14	22	**	13	80	100	193	64	17
	24%	23%	24%	21%	21%	27%	39%	**	21%	20%	24%	22%	33%	36%
							abcde				b		abcd	abcd
Don't know	71	19	17	10	11	2	4	**	3	27	25	56	16	5
	7%	7%	7%	4%	11%	5%	7%	**	5%	7%	6%	6%	8%	11%
		c	c		ce									cd
TOTAL AGREE	460	123	95	123	37	22	15	**	31	191	172	394	65	14
	43%	45%	42%	49%	38%	44%	26%	**	52%	47%	42%	45%	34%	30%
		f	f	bdf	f	f			cef	cef	ef	ef		
TOTAL DISAGREE	543	134	114	118	50	26	38	**	26	189	216	430	110	29
	51%	49%	50%	47%	51%	51%	67%	**	43%	46%	52%	49%	58%	59%
							abcde				ab		abd	abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Agree strongly	141	38	60	43	69	71	42	45	25	27	111	16	9	**
	13%	15%	14%	11%	12%	14%	13%	14%	12%	13%	13%	16%	15%	**
		c	c											
Agree slightly	320	81	128	110	165	153	100	93	67	56	268	26	18	**
	30%	33%	30%	28%	29%	31%	31%	29%	32%	27%	30%	26%	29%	**
		c												
Disagree slightly	285	66	115	103	154	130	88	86	55	54	234	30	13	**
	27%	27%	27%	26%	27%	26%	27%	27%	26%	26%	26%	30%	22%	**
Disagree strongly	258	45	97	115	145	111	84	74	44	54	212	23	17	**
	24%	18%	23%	29%	26%	22%	26%	23%	21%	26%	24%	23%	27%	**
			a	ab	b									
Don't know	71	15	27	29	35	36	12	20	19	18	60	5	4	**
	7%	6%	6%	7%	6%	7%	4%	6%	9%	8%	7%	5%	7%	**
								a	a	a				
TOTAL AGREE	460	119	188	152	234	224	142	138	92	83	380	42	27	**
	43%	48%	44%	38%	41%	45%	44%	44%	44%	40%	43%	42%	43%	**
		c	c											
TOTAL DISAGREE	543	111	212	218	299	241	172	159	98	108	446	53	30	**
	51%	45%	50%	55%	53%	48%	53%	50%	47%	52%	50%	53%	49%	**
				ab	b									

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Agree strongly	141	18	56	44	45	74
	13%	12%	13%	14%	15%	12%
					b	
Agree slightly	320	45	128	96	86	187
	30%	30%	29%	30%	29%	30%
Disagree slightly	285	39	120	89	66	178
	27%	25%	27%	27%	23%	28%
						a
Disagree strongly	258	34	108	81	77	155
	24%	22%	25%	25%	26%	25%
Don't know	71	18	24	15	18	35
	7%	11%	5%	4%	6%	6%
		bc				
TOTAL AGREE	460	64	184	140	131	261
	43%	41%	42%	43%	45%	41%
TOTAL DISAGREE	543	72	228	170	144	333
	51%	47%	52%	52%	49%	53%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Very confident	192	40	151	58	134	111	81	36	30	53	64	11	27	39
	18%	23%	17%	20%	17%	17%	19%	26%	29%	16%	18%	18%	16%	23%
		b						ab	ab					ad
Fairly confident	517	83	435	137	380	322	195	78	52	171	157	31	83	81
	48%	47%	48%	47%	49%	50%	45%	56%	51%	51%	44%	52%	51%	47%
						b		b		b			b	
Not very confident	220	35	185	58	162	131	89	17	13	67	76	11	35	33
	20%	20%	21%	20%	21%	20%	20%	12%	13%	20%	21%	19%	21%	19%
						cd	cd							
Not at all confident	101	13	88	25	76	53	47	6	5	30	41	5	14	13
	9%	7%	10%	9%	10%	8%	11%	4%	5%	9%	12%	8%	8%	7%
						cd	acd				e			
Don't know	45	6	39	14	31	23	22	3	3	19	16	1	4	6
	4%	4%	4%	5%	4%	4%	5%	2%	2%	5%	4%	2%	3%	4%
							c			d				
TOTAL CONFIDENT	709	123	586	195	514	433	276	114	82	224	221	41	110	120
	66%	70%	65%	67%	66%	68%	64%	82%	80%	66%	62%	71%	67%	70%
						b		ab	ab					b
TOTAL NOT CONFIDENT	321	48	273	83	238	184	136	23	18	96	117	16	49	46
	30%	27%	30%	28%	30%	29%	31%	16%	17%	28%	33%	27%	30%	27%
						cd	cd				e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Very confident	192	47	34	39	20	9	12	**	14	73	71	158	33	8
	18%	17%	15%	15%	20%	17%	22%	**	23%	18%	17%	18%	17%	17%
Fairly confident	517	127	109	110	52	29	27	**	31	203	192	426	91	24
	48%	46%	48%	44%	53%	57%	47%	**	52%	50%	47%	48%	47%	51%
					c	ac								
Not very confident	220	58	49	61	16	10	12	**	9	79	89	177	42	9
	20%	21%	22%	24%	16%	19%	21%	**	15%	19%	21%	20%	22%	19%
				d										
Not at all confident	101	29	20	34	6	3	3	**	4	36	43	84	15	3
	9%	10%	9%	14%	6%	5%	6%	**	7%	9%	10%	10%	8%	5%
		de		bdef										
Don't know	45	14	14	7	4	1	2	**	2	16	17	35	10	4
	4%	5%	6%	3%	4%	2%	4%	**	3%	4%	4%	4%	5%	8%
			ce											d
TOTAL CONFIDENT	709	175	143	148	72	38	39	**	45	276	264	584	123	32
	66%	64%	63%	59%	74%	74%	69%	**	75%	68%	64%	66%	65%	67%
					abc	abc	c		cde					
TOTAL NOT CONFIDENT	321	87	69	95	22	12	16	**	13	116	132	261	58	12
	30%	32%	30%	38%	22%	24%	27%	**	22%	28%	32%	30%	30%	25%
		d	d	abdef							a	a		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Very confident	192	47	76	69	108	82	53	53	39	43	162	16	10	**
	18%	19%	18%	17%	19%	16%	16%	17%	19%	21%	18%	16%	16%	**
										a				
Fairly confident	517	127	207	183	278	238	160	159	107	87	428	48	27	**
	48%	52%	48%	46%	49%	48%	49%	50%	51%	42%	48%	48%	44%	**
		c					d	d	d					
Not very confident	220	45	83	91	105	115	61	67	40	49	173	24	16	**
	20%	19%	19%	23%	18%	23%	19%	21%	19%	24%	20%	24%	27%	**
				a		a				a			a	
Not at all confident	101	18	46	35	55	44	39	25	15	20	84	9	6	**
	9%	7%	11%	9%	10%	9%	12%	8%	7%	10%	9%	9%	11%	**
			a				bc							
Don't know	45	8	16	21	24	21	13	15	8	9	39	3	2	**
	4%	3%	4%	5%	4%	4%	4%	5%	4%	4%	4%	3%	3%	**
TOTAL CONFIDENT	709	173	283	252	385	321	213	211	146	130	590	64	37	**
	66%	71%	66%	63%	68%	64%	65%	67%	70%	62%	67%	65%	60%	**
		c							d					
TOTAL NOT CONFIDENT	321	63	129	126	160	159	100	91	56	69	256	33	23	**
	30%	26%	30%	32%	28%	32%	31%	29%	27%	33%	29%	33%	37%	**
				a		a				c			a	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Very confident	192	31	76	60	55	112
	18%	20%	17%	18%	19%	18%
Fairly confident	517	69	222	151	135	305
	48%	45%	51%	46%	46%	48%
			a			
Not very confident	220	34	87	65	61	128
	20%	22%	20%	20%	21%	20%
Not at all confident	101	12	35	37	30	58
	9%	8%	8%	12%	10%	9%
				b		
Don't know	45	8	16	12	11	26
	4%	5%	4%	4%	4%	4%
TOTAL CONFIDENT	709	100	298	211	190	417
	66%	65%	68%	65%	65%	66%
TOTAL NOT CONFIDENT	321	46	122	102	92	186
	30%	30%	28%	31%	31%	30%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : All responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Yes - in the last 6 months	63	18	45	26	37	63	-	63	49	21	16	2	9	17
	6%	10%	5%	9%	5%	10%	-%	45%	48%	6%	4%	3%	5%	10%
		b		b		b		ab	ab					abcd
Yes - 7 to 12 months ago	77	17	60	28	49	77	-	77	54	28	17	1	14	17
	7%	10%	7%	9%	6%	12%	-%	55%	52%	8%	5%	2%	8%	10%
		b		b		b		ab	ab	bc			bc	bc
Yes – 13 to 18 months ago	78	22	56	31	47	78	-	-	-	25	18	2	12	22
	7%	13%	6%	11%	6%	12%	-%	-%	-%	7%	5%	3%	8%	13%
		b		b		bcd								abcd
Yes – 1.5 to 2 years ago	74	15	59	24	50	74	-	-	-	23	18	2	17	15
	7%	9%	7%	8%	6%	12%	-%	-%	-%	7%	5%	4%	10%	9%
						bcd							abc	b
Yes – 2 to 3 years ago	95	16	79	27	69	95	-	-	-	27	32	4	18	16
	9%	9%	9%	9%	9%	15%	-%	-%	-%	8%	9%	6%	11%	9%
						bcd								
Yes – More than 3 years ago	253	26	227	49	204	253	-	-	-	79	98	16	38	25
	24%	15%	25%	17%	26%	40%	-%	-%	-%	23%	28%	27%	24%	15%
			a		a	bcd				e	e	e	e	
No – never changed provider	434	62	372	107	327	-	434	-	-	136	154	31	56	61
	40%	35%	41%	37%	42%	-%	100%	-%	-%	40%	44%	54%	34%	35%
			a		a		acd			d	de	abde		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : All responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Yes - in the last 6 months	63	13	13	10	3	4	5	**	6	29	22	56	6	1
	6%	5%	6%	4%	3%	8%	9%	**	10%	7%	5%	6%	3%	1%
						d	acd		cef	ef		ef		
Yes - 7 to 12 months ago	77	19	10	11	7	6	7	**	7	40	22	69	8	2
	7%	7%	4%	4%	8%	11%	13%	**	12%	10%	5%	8%	4%	4%
						bc	abc		cef	cef		ce		
Yes – 13 to 18 months ago	78	19	13	12	5	6	5	**	6	41	25	72	6	1
	7%	7%	6%	5%	5%	11%	10%	**	10%	10%	6%	8%	3%	3%
						bcd	c		ef	cef	e	cef		
Yes – 1.5 to 2 years ago	74	15	13	13	5	6	7	**	5	31	27	64	10	3
	7%	6%	6%	5%	5%	12%	12%	**	8%	8%	7%	7%	5%	5%
						abcd	abcd							
Yes – 2 to 3 years ago	95	29	13	16	10	6	7	**	6	40	33	78	17	5
	9%	10%	6%	7%	10%	12%	12%	**	10%	10%	8%	9%	9%	10%
		bc			b	bc	bc							
Yes – More than 3 years ago	253	78	51	56	25	12	16	**	6	73	115	194	57	15
	24%	28%	22%	22%	26%	24%	28%	**	9%	18%	28%	22%	30%	31%
		bc								a	abd	ab	abd	abd
No – never changed provider	434	102	114	133	43	11	9	**	24	153	169	347	86	22
	40%	37%	51%	53%	44%	22%	16%	**	40%	38%	41%	39%	45%	45%
		ef	aef	adef	ef								bd	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : All responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Yes - in the last 6 months	63	24	23	16	28	35	20	21	10	11	49	7	4	**
	6%	10%	5%	4%	5%	7%	6%	7%	5%	5%	6%	7%	7%	**
		bc				a								
Yes - 7 to 12 months ago	77	30	31	16	44	33	26	27	13	11	62	9	4	**
	7%	12%	7%	4%	8%	7%	8%	8%	6%	5%	7%	9%	7%	**
		bc	c				d	d						
Yes – 13 to 18 months ago	78	26	34	18	44	34	25	24	17	12	67	7	3	**
	7%	11%	8%	5%	8%	7%	8%	7%	8%	6%	8%	7%	5%	**
		c	c											
Yes – 1.5 to 2 years ago	74	19	32	23	44	29	27	20	15	12	60	7	4	**
	7%	8%	8%	6%	8%	6%	8%	6%	7%	6%	7%	7%	7%	**
Yes – 2 to 3 years ago	95	21	44	31	50	45	34	17	24	21	79	12	4	**
	9%	8%	10%	8%	9%	9%	10%	5%	11%	10%	9%	12%	6%	**
							b		b	b				
Yes – More than 3 years ago	253	34	95	123	137	114	88	70	46	46	208	23	17	**
	24%	14%	22%	31%	24%	23%	27%	22%	22%	22%	24%	23%	28%	**
			a	ab			bcd							
No – never changed provider	434	93	168	172	222	211	105	140	86	96	360	35	25	**
	40%	38%	39%	43%	39%	42%	32%	44%	41%	46%	41%	35%	40%	**
				a				a	a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : All responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Yes - in the last 6 months	63	11	21	23	22	34
	6%	7%	5%	7%	7%	5%
				b		
Yes - 7 to 12 months ago	77	10	39	21	24	43
	7%	7%	9%	6%	8%	7%
Yes – 13 to 18 months ago	78	12	34	20	21	45
	7%	8%	8%	6%	7%	7%
Yes – 1.5 to 2 years ago	74	8	28	28	20	40
	7%	5%	7%	9%	7%	6%
				a		
Yes – 2 to 3 years ago	95	12	41	28	28	51
	9%	8%	9%	9%	10%	8%
Yes – More than 3 years ago	253	31	101	83	58	167
	24%	20%	23%	26%	20%	27%
						a
No – never changed provider	434	69	172	122	120	249
	40%	45%	39%	37%	41%	40%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	a	b	a	~b	c	d	a	~b	~c	~d	~e
Unweighted total	361	98	263	150	211	361	-	361	248	137	57	11	67	92
Effective Weighted Sample	298	76	222	118	180	298	-	298	217	122	52	9	57	73
Total	140	35	105	53	86	140	-	140	103	49	33	3	22	34
BT	30	**	25	8	22	30	**	30	23	8	**	**	**	**
	22%	**	24%	16%	26%	22%	**	22%	22%	16%	**	**	**	**
					a									
TalkTalk	22	**	17	9	13	22	**	22	18	9	**	**	**	**
	16%	**	16%	16%	16%	16%	**	16%	17%	19%	**	**	**	**
Sky	20	**	15	8	12	20	**	20	15	7	**	**	**	**
	14%	**	14%	15%	14%	14%	**	14%	15%	14%	**	**	**	**
Virgin Media	17	**	13	6	11	17	**	17	12	4	**	**	**	**
	12%	**	12%	10%	13%	12%	**	12%	12%	7%	**	**	**	**
Plusnet	12	**	10	5	7	12	**	12	9	7	**	**	**	**
	8%	**	9%	9%	8%	8%	**	8%	9%	15%	**	**	**	**
EE	8	**	5	3	5	8	**	8	6	2	**	**	**	**
	5%	**	5%	6%	5%	5%	**	5%	6%	4%	**	**	**	**
NOW TV/ NOW Broadband	6	**	5	2	4	6	**	6	4	2	**	**	**	**
	5%	**	4%	4%	5%	5%	**	5%	4%	5%	**	**	**	**
Post Office	4	**	3	1	2	4	**	4	3	2	**	**	**	**
	3%	**	3%	3%	3%	3%	**	3%	3%	4%	**	**	**	**
Vodafone	3	**	2	1	2	3	**	3	2	2	**	**	**	**
	2%	**	2%	1%	3%	2%	**	2%	2%	4%	**	**	**	**
GiffGaff	3	**	*	2	*	3	**	3	*	-	**	**	**	**
	2%	**	*%	4%	1%	2%	**	2%	*%	-%	**	**	**	**
				b		d		d						
SSE	3	**	2	*	2	3	**	3	2	1	**	**	**	**
	2%	**	2%	1%	3%	2%	**	2%	2%	2%	**	**	**	**
First Utility	2	**	1	2	*	2	**	2	1	*	**	**	**	**
	2%	**	1%	3%	*%	2%	**	2%	1%	1%	**	**	**	**
				b										
Utility Warehouse	2	**	1	1	1	2	**	2	1	1	**	**	**	**
	1%	**	1%	2%	1%	1%	**	1%	1%	1%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	a	b	a	~b	c	d	a	~b	~c	~d	~e
Unweighted total	361	98	263	150	211	361	-	361	248	137	57	11	67	92
Effective Weighted Sample	298	76	222	118	180	298	-	298	217	122	52	9	57	73
Total	140	35	105	53	86	140	-	140	103	49	33	3	22	34
The Phone Co-op	1	**	-	1	-	1	**	1	-	-	**	**	**	**
	1%	**	-%	3%	-%	1%	**	1%	-%	-%	**	**	**	**
				b										
John Lewis	1	**	1	1	*	1	**	1	1	1	**	**	**	**
	1%	**	1%	2%	*%	1%	**	1%	1%	3%	**	**	**	**
KCOM	1	**	*	1	*	1	**	1	1	*	**	**	**	**
	1%	**	*%	1%	*%	1%	**	1%	1%	1%	**	**	**	**
Relish	*	**	-	*	-	*	**	*	-	-	**	**	**	**
	*%	**	-%	*%	-%	*%	**	*%	-%	-%	**	**	**	**
Other supplier	5	**	4	2	3	5	**	5	4	2	**	**	**	**
	3%	**	4%	3%	3%	3%	**	3%	4%	5%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	361	68	57	58	30	29	35	25	43	176	104	323	37	7
Effective Weighted Sample	298	58	47	47	25	23	31	22	33	143	88	264	34	7
Total	140	32	22	21	11	10	13	10	13	68	44	125	14	3
BT	30	**	**	**	**	**	**	**	**	14	9	25	**	**
	22%	**	**	**	**	**	**	**	**	21%	21%	20%	**	**
TalkTalk	22	**	**	**	**	**	**	**	**	12	8	21	**	**
	16%	**	**	**	**	**	**	**	**	18%	17%	17%	**	**
Sky	20	**	**	**	**	**	**	**	**	10	4	17	**	**
	14%	**	**	**	**	**	**	**	**	14%	10%	14%	**	**
Virgin Media	17	**	**	**	**	**	**	**	**	6	7	15	**	**
	12%	**	**	**	**	**	**	**	**	9%	17%	12%	**	**
Plusnet	12	**	**	**	**	**	**	**	**	5	5	11	**	**
	8%	**	**	**	**	**	**	**	**	8%	12%	9%	**	**
EE	8	**	**	**	**	**	**	**	**	3	4	7	**	**
	5%	**	**	**	**	**	**	**	**	4%	9%	6%	**	**
NOW TV/ NOW Broadband	6	**	**	**	**	**	**	**	**	4	1	6	**	**
	5%	**	**	**	**	**	**	**	**	5%	2%	5%	**	**
Post Office	4	**	**	**	**	**	**	**	**	2	2	4	**	**
	3%	**	**	**	**	**	**	**	**	3%	3%	3%	**	**
Vodafone	3	**	**	**	**	**	**	**	**	2	1	3	**	**
	2%	**	**	**	**	**	**	**	**	3%	3%	2%	**	**
GiffGaff	3	**	**	**	**	**	**	**	**	1	*	3	**	**
	2%	**	**	**	**	**	**	**	**	2%	*%	2%	**	**
SSE	3	**	**	**	**	**	**	**	**	1	1	2	**	**
	2%	**	**	**	**	**	**	**	**	1%	1%	2%	**	**
First Utility	2	**	**	**	**	**	**	**	**	2	-	2	**	**
	2%	**	**	**	**	**	**	**	**	3%	-%	1%	**	**
Utility Warehouse	2	**	**	**	**	**	**	**	**	1	1	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	2%	2%	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	1	-	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	-%	1%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	361	68	57	58	30	29	35	25	43	176	104	323	37	7
Effective Weighted Sample	298	58	47	47	25	23	31	22	33	143	88	264	34	7
Total	140	32	22	21	11	10	13	10	13	68	44	125	14	3
John Lewis	1	**	**	**	**	**	**	**	**	*	*	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	**	**
KCOM	1	**	**	**	**	**	**	**	**	*	-	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	-%	1%	**	**
Relish	*	**	**	**	**	**	**	**	**	*	-	*	**	**
	*%	**	**	**	**	**	**	**	**	*%	-%	*%	**	**
Other supplier	5	**	**	**	**	**	**	**	**	3	1	4	**	**
	3%	**	**	**	**	**	**	**	**	4%	2%	3%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	361	147	133	80	191	169	111	127	59	61	290	39	22	10
Effective Weighted Sample	298	116	112	70	160	138	94	102	50	51	238	33	18	9
Total	140	54	54	32	72	67	46	48	23	22	111	16	9	4
BT	30	11	9	**	16	15	9	12	**	**	24	**	**	**
	22%	20%	17%	**	22%	22%	20%	26%	**	**	22%	**	**	**
TalkTalk	22	8	12	**	9	13	7	6	**	**	17	**	**	**
	16%	14%	21%	**	13%	19%	14%	13%	**	**	15%	**	**	**
Sky	20	9	6	**	11	8	10	3	**	**	14	**	**	**
	14%	17%	11%	**	16%	12%	21%	7%	**	**	13%	**	**	**
							b							
Virgin Media	17	5	8	**	10	7	7	6	**	**	16	**	**	**
	12%	9%	15%	**	15%	10%	15%	12%	**	**	14%	**	**	**
Plusnet	12	4	6	**	7	5	5	4	**	**	9	**	**	**
	8%	7%	11%	**	9%	7%	12%	9%	**	**	9%	**	**	**
EE	8	3	2	**	4	4	1	2	**	**	6	**	**	**
	5%	5%	4%	**	5%	6%	3%	5%	**	**	6%	**	**	**
NOW TV/ NOW Broadband	6	3	3	**	4	3	1	3	**	**	4	**	**	**
	5%	5%	6%	**	5%	4%	1%	6%	**	**	4%	**	**	**
								a						
Post Office	4	1	2	**	1	3	1	2	**	**	2	**	**	**
	3%	2%	3%	**	2%	4%	2%	5%	**	**	2%	**	**	**
Vodafone	3	1	1	**	2	1	2	1	**	**	2	**	**	**
	2%	2%	2%	**	3%	2%	4%	1%	**	**	2%	**	**	**
GiffGaff	3	3	-	**	2	1	1	*	**	**	3	**	**	**
	2%	5%	-%	**	2%	2%	2%	*%	**	**	3%	**	**	**
		b												
SSE	3	1	1	**	1	2	*	1	**	**	2	**	**	**
	2%	2%	2%	**	1%	3%	1%	3%	**	**	2%	**	**	**
First Utility	2	2	*	**	1	1	1	1	**	**	2	**	**	**
	2%	3%	*%	**	1%	2%	2%	1%	**	**	1%	**	**	**
Utility Warehouse	2	*	1	**	*	2	*	1	**	**	2	**	**	**
	1%	*%	2%	**	*%	3%	*%	3%	**	**	2%	**	**	**
						a								

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	361	147	133	80	191	169	111	127	59	61	290	39	22	10
Effective Weighted Sample	298	116	112	70	160	138	94	102	50	51	238	33	18	9
Total	140	54	54	32	72	67	46	48	23	22	111	16	9	4
The Phone Co-op	1	1	-	**	-	1	-	1	**	**	1	**	**	**
	1%	3%	-%	**	-%	2%	-%	3%	**	**	1%	**	**	**
						a								
John Lewis	1	*	*	**	1	*	-	1	**	**	1	**	**	**
	1%	1%	1%	**	1%	1%	-%	2%	**	**	1%	**	**	**
KCOM	1	1	-	**	*	*	*	-	**	**	1	**	**	**
	1%	2%	-%	**	1%	1%	1%	-%	**	**	*%	**	**	**
Relish	*	-	*	**	*	-	-	-	**	**	*	**	**	**
	*%	-%	*%	**	*%	-%	-%	-%	**	**	*%	**	**	**
Other supplier	5	2	2	**	2	2	1	1	**	**	4	**	**	**
	3%	3%	3%	**	3%	2%	3%	3%	**	**	4%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	361	56	154	115	124	190
Effective Weighted Sample	298	46	125	96	101	159
Total	140	21	60	44	46	77
BT	30	**	16	9	10	18
	22%	**	28%	21%	22%	23%
TalkTalk	22	**	7	7	10	10
	16%	**	12%	16%	21%	13%
Sky	20	**	7	7	4	14
	14%	**	11%	16%	8%	18%
						a
Virgin Media	17	**	7	6	5	10
	12%	**	12%	15%	12%	12%
Plusnet	12	**	5	6	2	8
	8%	**	8%	13%	3%	10%
						a
EE	8	**	4	1	2	4
	5%	**	7%	2%	5%	5%
NOW TV/ NOW Broadband	6	**	3	1	3	3
	5%	**	5%	1%	6%	4%
Post Office	4	**	1	1	2	1
	3%	**	2%	3%	4%	2%
Vodafone	3	**	*	2	1	1
	2%	**	*%	4%	3%	1%
				b		
GiffGaff	3	**	2	-	2	1
	2%	**	3%	-%	3%	1%
SSE	3	**	1	1	-	2
	2%	**	1%	3%	-%	2%
First Utility	2	**	2	-	2	*
	2%	**	3%	-%	4%	*%
					b	

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : All responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		~a	b	c	a	b
Unweighted total	361	56	154	115	124	190
Effective Weighted Sample	298	46	125	96	101	159
Total	140	21	60	44	46	77
Utility Warehouse	2	**	*	1	*	2
	1%	**	1%	1%	1%	2%
The Phone Co-op	1	**	1	-	1	-
	1%	**	1%	-%	2%	-%
John Lewis	1	**	*	*	1	-
	1%	**	1%	1%	2%	-%
KCOM	1	**	-	-	*	*
	1%	**	-%	-%	*%	1%
Relish	*	**	*	-	*	-
	*%	**	*%	-%	*%	-%
Other supplier	5	**	2	1	1	3
	3%	**	4%	3%	2%	4%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
IN THE LAST 12 MONTHS	140	35	105	53	86	140	-	140	103	49	33	3	22	34
	13%	20%	12%	18%	11%	22%	-%	100%	100%	14%	9%	6%	14%	20%
		b		b		b		ab	ab	bc			bc	abcd
13 MONTHS - 2 YEARS AGO	152	38	114	55	97	152	-	-	-	47	37	4	29	36
	14%	21%	13%	19%	12%	24%	-%	-%	-%	14%	10%	7%	18%	21%
		b		b		bcd				bc			bc	abc
OVER 2 YEARS AGO	348	42	306	76	273	348	-	-	-	106	130	19	56	41
	32%	24%	34%	26%	35%	54%	-%	-%	-%	31%	37%	33%	34%	24%
			a		a	bcd				e	ae	e	e	
NET: IN THE LAST 2 YEARS	292	73	219	109	183	292	-	140	103	96	70	8	51	70
	27%	41%	24%	37%	23%	46%	-%	100%	100%	28%	20%	13%	32%	41%
		b		b		b		ab	ab	bc			bc	abcd
NEVER	434	62	372	107	327	-	434	-	-	136	154	31	56	61
	40%	35%	41%	37%	42%	-%	100%	-%	-%	40%	44%	54%	34%	35%
			a		a		acd			d	de	abde		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
IN THE LAST 12 MONTHS	140	32	22	21	11	10	13	**	13	68	44	125	14	3
	13%	12%	10%	8%	11%	19%	22%	**	22%	17%	11%	14%	7%	6%
						abcd	abcd		cdef	cef	e	cef		
13 MONTHS - 2 YEARS AGO	152	35	26	25	10	12	12	**	11	73	52	135	17	4
	14%	13%	12%	10%	10%	23%	22%	**	18%	18%	13%	15%	9%	8%
						abcd	abcd		cef	cef	e	cef		
OVER 2 YEARS AGO	348	106	63	72	35	18	23	**	12	113	148	273	74	20
	32%	39%	28%	29%	35%	36%	41%	**	19%	28%	36%	31%	39%	41%
		bc			b		bc			a	abd	a	abd	abd
NET: IN THE LAST 2 YEARS	292	67	49	46	21	22	25	**	24	141	96	261	31	7
	27%	24%	21%	18%	21%	42%	44%	**	40%	35%	23%	30%	16%	14%
		c				abcd	abcd		cdef	cdef	ef	cef		
NEVER	434	102	114	133	43	11	9	**	24	153	169	347	86	22
	40%	37%	51%	53%	44%	22%	16%	**	40%	38%	41%	39%	45%	45%
		ef	aef	adef	ef								bd	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
IN THE LAST 12 MONTHS	140	54	54	32	72	67	46	48	23	22	111	16	9	**
	13%	22%	13%	8%	13%	13%	14%	15%	11%	11%	13%	16%	14%	**
		bc	c					cd						
13 MONTHS - 2 YEARS AGO	152	44	66	41	88	64	52	44	31	24	127	14	7	**
	14%	18%	16%	10%	15%	13%	16%	14%	15%	12%	14%	14%	11%	**
		c	c		b		d							
OVER 2 YEARS AGO	348	54	138	155	187	158	122	87	69	67	287	35	21	**
	32%	22%	32%	39%	33%	32%	37%	27%	33%	32%	32%	35%	34%	**
			a	ab			bd		b					
NET: IN THE LAST 2 YEARS	292	98	121	73	160	131	99	91	54	46	238	30	16	**
	27%	40%	28%	18%	28%	26%	30%	29%	26%	22%	27%	30%	25%	**
		bc	c				d	d						
NEVER	434	93	168	172	222	211	105	140	86	96	360	35	25	**
	40%	38%	39%	43%	39%	42%	32%	44%	41%	46%	41%	35%	40%	**
				a				a	a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
IN THE LAST 12 MONTHS	140	21	60	44	46	77
	13%	14%	14%	14%	16%	12%
					b	
13 MONTHS - 2 YEARS AGO	152	20	63	48	41	85
	14%	13%	14%	15%	14%	13%
OVER 2 YEARS AGO	348	44	142	111	86	218
	32%	29%	33%	34%	29%	35%
						a
NET: IN THE LAST 2 YEARS	292	41	122	92	87	161
	27%	27%	28%	28%	30%	26%
					b	
NEVER	434	69	172	122	120	249
	40%	45%	39%	37%	41%	40%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	d	e
Unweighted total	1502	310	1192	488	1014	1502	-	361	248	530	318	67	305	296
Effective Weighted Sample	1309	255	1056	411	903	1309	-	298	217	498	306	63	275	244
Total	640	115	525	184	456	640	-	140	103	202	199	27	107	111
Yes	149	39	110	54	95	149	**	37	-	40	40	**	30	37
	23%	34%	21%	29%	21%	23%	**	26%	-%	20%	20%	**	28%	34%
		b		b		d		d					ab	ab
No	491	76	415	130	361	491	**	103	103	162	159	**	78	74
	77%	66%	79%	71%	79%	77%	**	74%	100%	80%	80%	**	72%	66%
			a		a				ac	de	de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	~f
Unweighted total	1502	336	270	275	133	111	123	87	101	608	524	1233	265	71
Effective Weighted Sample	1309	300	244	233	119	100	114	78	82	516	470	1066	244	65
Total	640	173	112	118	55	40	48	33	36	254	244	533	105	26
Yes	149	40	30	28	8	11	8	**	17	81	39	137	12	**
	23%	23%	27%	24%	14%	27%	18%	**	47%	32%	16%	26%	11%	**
		d	df	d		d			bcde	cde		ce		
No	491	133	82	89	48	29	39	**	19	173	204	396	93	**
	77%	77%	73%	76%	86%	73%	82%	**	53%	68%	84%	74%	89%	**
					abce		b			a	abd	ab	abd	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1502	396	575	527	800	690	489	421	287	292	1243	145	80	34
Effective Weighted Sample	1309	324	508	475	697	602	434	360	250	256	1083	126	71	30
Total	640	152	259	227	347	289	221	178	123	112	525	64	36	14
Yes	149	64	54	31	73	75	50	43	30	26	125	13	**	**
	23%	42%	21%	14%	21%	26%	23%	24%	24%	23%	24%	21%	**	**
		bc	c			a								
No	491	88	205	197	274	214	171	135	93	86	400	51	**	**
	77%	58%	79%	86%	79%	74%	77%	76%	76%	77%	76%	79%	**	**
			a	ab	b									

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1502	206	622	460	433	858
Effective Weighted Sample	1309	174	541	403	372	759
Total	640	85	264	204	173	379
Yes	149	19	71	47	46	83
	23%	23%	27%	23%	26%	22%
No	491	66	193	157	127	296
	77%	77%	73%	77%	74%	78%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed boadband service?

Base : All responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	885	563	142	470	470
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	833	540	136	421	387
Total	1075	177	897	291	783	640	434	140	103	339	353	58	163	172
Up to 12 months	161	45	116	64	96	140	21	140	103	54	37	4	24	43
	15%	25%	13%	22%	12%	22%	5%	100%	100%	16%	10%	6%	15%	25%
		b		b		b		ab	ab	bc			bc	abcd
More than a year, up to 2 years	177	47	129	67	110	152	24	-	-	54	40	5	32	46
	16%	27%	14%	23%	14%	24%	6%	-%	-%	16%	11%	9%	20%	27%
		b		b		bcd	cd			bc			bc	abcd
More than 2 years, up to 3 years	117	23	94	35	82	95	21	-	-	33	38	4	21	22
	11%	13%	10%	12%	10%	15%	5%	-%	-%	10%	11%	7%	13%	13%
						bcd	cd							
More than 3 years, up to 5 years	131	20	110	34	97	86	44	-	-	38	45	8	21	19
	12%	11%	12%	12%	12%	13%	10%	-%	-%	11%	13%	14%	13%	11%
						bcd	cd							
More than 5 years, up to 10 years	192	19	173	39	153	105	87	-	-	56	79	11	30	18
	18%	11%	19%	13%	19%	16%	20%	-%	-%	17%	22%	19%	19%	10%
			a		a	cd	acd			e	ae	e	e	
More than 10 years	263	16	247	41	222	52	210	-	-	94	103	24	28	16
	24%	9%	27%	14%	28%	8%	48%	-%	-%	28%	29%	41%	17%	9%
			a		a	cd	acd			de	de	abde	e	
Don’t know/ can’t remember	36	7	29	12	24	10	26	-	-	10	11	2	6	7
	3%	4%	3%	4%	3%	2%	6%	-%	-%	3%	3%	4%	4%	4%
						c	acd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed boadband service?

Base : All responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2508	541	542	570	247	144	149	97	175	961	881	2017	483	129
Effective Weighted Sample	2187	480	495	486	220	128	138	87	143	813	793	1744	444	118
Total	1075	275	226	251	98	51	57	36	60	407	413	880	191	48
Up to 12 months	161	36	27	24	14	10	13	**	19	79	48	145	15	3
	15%	13%	12%	10%	15%	20%	22%	**	32%	19%	12%	17%	8%	6%
					c	abc	abc		bcdef	cef	e	cef		
More than a year, up to 2 years	177	40	31	31	13	14	13	**	16	85	57	157	19	4
	16%	14%	14%	13%	13%	27%	22%	**	26%	21%	14%	18%	10%	9%
						abcd	abcd		cdef	cef	e	cef		
More than 2 years, up to 3 years	117	31	16	23	14	7	8	**	8	51	39	98	19	6
	11%	11%	7%	9%	14%	14%	15%	**	13%	12%	10%	11%	10%	12%
		b			bc	b	bc			c				
More than 3 years, up to 5 years	131	39	24	28	10	9	9	**	5	62	42	109	22	4
	12%	14%	11%	11%	10%	17%	15%	**	8%	15%	10%	12%	11%	8%
						b				acdef				
More than 5 years, up to 10 years	192	68	43	46	16	6	6	**	4	64	87	155	35	12
	18%	25%	19%	19%	17%	12%	11%	**	7%	16%	21%	18%	19%	24%
		bcdef	ef	f						a	abd	a	a	ab
More than 10 years	263	57	74	88	26	4	6	**	4	51	130	185	77	18
	24%	21%	33%	35%	27%	7%	11%	**	6%	13%	31%	21%	40%	37%
		ef	aef	adef	ef					a	abd	ab	abcd	abd
Don't know/ can't remember	36	6	11	9	4	2	2	**	4	16	11	31	5	2
	3%	2%	5%	4%	4%	3%	4%	**	7%	4%	3%	3%	3%	4%
			a						bcde					

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed boadband service?

Base : All responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2508	637	935	928	1309	1183	717	734	485	543	2086	226	134	62
Effective Weighted Sample	2187	522	823	839	1146	1028	640	633	423	471	1818	196	119	54
Total	1075	245	427	399	569	501	326	317	209	208	886	100	61	28
Up to 12 months	161	67	59	35	82	78	47	57	27	28	128	18	9	**
	15%	27%	14%	9%	14%	16%	14%	18%	13%	13%	14%	18%	15%	**
		bc	c					cd						
More than a year, up to 2 years	177	57	73	46	100	75	56	52	35	31	148	16	9	**
	16%	23%	17%	12%	18%	15%	17%	16%	17%	15%	17%	16%	14%	**
		bc	c											
More than 2 years, up to 3 years	117	30	53	34	62	54	38	23	27	28	96	15	5	**
	11%	12%	12%	9%	11%	11%	12%	7%	13%	13%	11%	15%	8%	**
		c	c				b		b	b				
More than 3 years, up to 5 years	131	37	52	41	60	70	36	37	25	31	106	12	9	**
	12%	15%	12%	10%	11%	14%	11%	12%	12%	15%	12%	12%	15%	**
		c				a								
More than 5 years, up to 10 years	192	28	80	83	110	80	57	57	41	33	162	14	11	**
	18%	11%	19%	21%	19%	16%	17%	18%	20%	16%	18%	14%	18%	**
			a	a	b									
More than 10 years	263	14	99	149	139	123	84	79	46	49	218	21	17	**
	24%	6%	23%	37%	24%	24%	26%	25%	22%	24%	25%	21%	28%	**
			a	ab										
Don't know/ can't remember	36	13	13	11	15	20	8	13	7	8	28	4	2	**
	3%	5%	3%	3%	3%	4%	2%	4%	3%	4%	3%	4%	3%	**
		bc				a								

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q29B. How long has (PROVIDER) been providing your fixed boadband service?

Base : All responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2508	372	1009	729	721	1410
Effective Weighted Sample	2187	317	881	637	623	1247
Total	1075	154	436	325	293	629
Up to 12 months	161	26	67	49	54	86
	15%	17%	15%	15%	18%	14%
					b	
More than a year, up to 2 years	177	24	72	54	49	99
	16%	16%	17%	17%	17%	16%
More than 2 years, up to 3 years	117	18	46	35	34	61
	11%	12%	11%	11%	12%	10%
More than 3 years, up to 5 years	131	21	52	40	34	79
	12%	14%	12%	12%	12%	13%
More than 5 years, up to 10 years	192	27	77	59	40	126
	18%	17%	18%	18%	14%	20%
						a
More than 10 years	263	32	107	83	71	165
	24%	21%	25%	25%	24%	26%
Don't know/ can't remember	36	6	13	4	10	12
	3%	4%	3%	1%	3%	2%
		c	c		b	

Columns Tested: a,b,c - a,b

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Q29C. How many times have you changed the provider you use for your fixed broadband service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	d	e
Unweighted total	1502	310	1192	488	1014	1502	-	361	248	530	318	67	305	296
Effective Weighted Sample	1309	255	1056	411	903	1309	-	298	217	498	306	63	275	244
Total	640	115	525	184	456	640	-	140	103	202	199	27	107	111
Once	235	38	197	59	177	235	**	52	38	68	80	**	40	37
	37%	33%	37%	32%	39%	37%	**	37%	37%	34%	40%	**	37%	33%
					a									
Twice	165	33	131	53	112	165	**	34	20	48	54	**	28	31
	26%	29%	25%	29%	24%	26%	**	24%	20%	24%	27%	**	26%	28%
						d								
Three times	102	16	86	29	73	102	**	15	10	31	31	**	19	16
	16%	14%	16%	16%	16%	16%	**	11%	10%	16%	16%	**	18%	14%
						cd								
Four times or more	83	17	65	24	58	83	**	32	29	37	18	**	11	17
	13%	15%	12%	13%	13%	13%	**	23%	28%	19%	9%	**	10%	15%
								a	a	bd				bd
Not sure	56	10	46	19	37	56	**	7	5	17	18	**	10	10
	9%	9%	9%	10%	8%	9%	**	5%	5%	9%	9%	**	9%	9%
						cd								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your fixed broadband service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	a	b	c	d	e	~f
Unweighted total	1502	336	270	275	133	111	123	87	101	608	524	1233	265	71
Effective Weighted Sample	1309	300	244	233	119	100	114	78	82	516	470	1066	244	65
Total	640	173	112	118	55	40	48	33	36	254	244	533	105	26
Once	235	68	46	49	16	15	15	**	14	98	81	193	41	**
	37%	39%	41%	41%	28%	37%	32%	**	40%	39%	33%	36%	39%	**
		d	d	d										
Twice	165	45	31	28	17	12	10	**	11	67	59	136	28	**
	26%	26%	28%	23%	30%	29%	21%	**	31%	26%	24%	26%	26%	**
Three times	102	22	21	22	9	7	9	**	5	36	44	84	17	**
	16%	13%	18%	19%	16%	19%	18%	**	14%	14%	18%	16%	16%	**
				a										
Four times or more	83	19	9	10	8	2	9	**	3	31	40	74	9	**
	13%	11%	8%	9%	14%	6%	18%	**	7%	12%	17%	14%	8%	**
					e		bce				abe	e		
Not sure	56	19	5	9	6	4	5	**	3	23	20	46	10	**
	9%	11%	4%	8%	12%	10%	11%	**	8%	9%	8%	9%	10%	**
		b			b	b	b							

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your fixed broadband service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1502	396	575	527	800	690	489	421	287	292	1243	145	80	34
Effective Weighted Sample	1309	324	508	475	697	602	434	360	250	256	1083	126	71	30
Total	640	152	259	227	347	289	221	178	123	112	525	64	36	14
Once	235	63	89	83	120	114	74	63	53	44	199	20	**	**
	37%	42%	34%	36%	35%	39%	34%	35%	43%	39%	38%	31%	**	**
		b							ab					
Twice	165	43	63	58	85	79	60	39	34	31	132	18	**	**
	26%	28%	24%	25%	25%	27%	27%	22%	27%	27%	25%	28%	**	**
Three times	102	19	43	40	55	46	39	30	17	15	82	10	**	**
	16%	12%	17%	18%	16%	16%	18%	17%	14%	14%	16%	16%	**	**
				a										
Four times or more	83	14	42	26	52	29	31	30	9	11	67	11	**	**
	13%	9%	16%	12%	15%	10%	14%	17%	7%	10%	13%	16%	**	**
			ac		b		c	cd						
Not sure	56	13	22	21	33	22	17	16	10	12	45	6	**	**
	9%	9%	9%	9%	10%	8%	8%	9%	8%	10%	9%	9%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your fixed broadband service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST POTENTIALLY		LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1502	206	622	460	433	858
Effective Weighted Sample	1309	174	541	403	372	759
Total	640	85	264	204	173	379
Once	235	28	103	73	58	151
	37%	33%	39%	36%	33%	40%
						a
Twice	165	26	71	48	51	89
	26%	31%	27%	24%	30%	24%
					b	
Three times	102	12	43	35	31	57
	16%	14%	16%	17%	18%	15%
Four times or more	83	12	27	31	18	53
	13%	14%	10%	15%	10%	14%
				b		
Not sure	56	7	20	16	15	29
	9%	9%	8%	8%	9%	8%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. 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		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2044	442	896	562	776	604	734	118	70	231	475	39	33	1338	706
Effective Weighted Sample	1624	323	806	422	704	511	612	92	61	183	325	29	25	1122	502
Total	1014	224	478	284	419	309	393	51	33	95	217	15	14	702	312
Very satisfied	412	79	169	98	150	108	140	23	**	42	122	**	**	248	164
	41%	35%	35%	35%	36%	35%	36%	44%	**	44%	56%	**	**	35%	53%
								a			a				a
Fairly satisfied	417	96	214	122	189	139	172	17	**	41	66	**	**	311	107
	41%	43%	45%	43%	45%	45%	44%	33%	**	43%	30%	**	**	44%	34%
						c	c			b				b	
Neither satisfied nor dissatisfied	112	30	53	42	40	37	45	6	**	9	21	**	**	82	30
	11%	13%	11%	15%	9%	12%	11%	12%	**	9%	10%	**	**	12%	10%
				b											
Fairly dissatisfied	46	12	28	14	26	18	22	4	**	2	4	**	**	40	6
	5%	5%	6%	5%	6%	6%	6%	7%	**	2%	2%	**	**	6%	2%
														b	
Very dissatisfied	24	6	15	6	14	8	13	2	**	1	3	**	**	21	4
	2%	3%	3%	2%	3%	3%	3%	4%	**	1%	1%	**	**	3%	1%
														b	
Don't know	3	1	*	1	-	-	1	-	**	1	1	**	**	1	2
	*%	*%	*%	*%	-%	-%	*%	-%	**	1%	*%	**	**	*%	1%
TOTAL SATISFIED	830	176	383	220	339	246	313	40	**	83	188	**	**	559	271
	82%	78%	80%	78%	81%	80%	79%	78%	**	87%	87%	**	**	80%	87%
															a
TOTAL DISSATISFIED	70	18	43	20	40	26	35	5	**	3	7	**	**	60	10
	7%	8%	9%	7%	10%	8%	9%	11%	**	3%	3%	**	**	9%	3%
														b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2044	1536	508	642	563	142	387	332	725	341	115	78
Effective Weighted Sample	1624	1294	356	618	540	136	334	204	607	299	97	56
Total	1014	743	271	265	353	58	142	206	387	179	58	40
Very satisfied	412	287	126	128	122	22	54	91	144	50	23	**
	41%	39%	46%	48%	35%	38%	38%	44%	37%	28%	40%	**
			a	bcd				b	b		b	
Fairly satisfied	417	316	101	103	158	27	61	73	174	86	25	**
	41%	43%	37%	39%	45%	46%	43%	36%	45%	48%	43%	**
		b			ae	e	e					
Neither satisfied nor dissatisfied	112	89	23	23	42	5	16	27	40	23	6	**
	11%	12%	9%	9%	12%	9%	11%	13%	10%	13%	11%	**
		b						a				
Fairly dissatisfied	46	32	14	6	20	3	8	9	22	12	2	**
	5%	4%	5%	2%	6%	5%	6%	5%	6%	7%	4%	**
					a		a	a				
Very dissatisfied	24	18	7	4	11	1	3	5	8	8	2	**
	2%	2%	2%	1%	3%	2%	2%	2%	2%	4%	3%	**
					a					a		
Don't know	3	2	1	2	-	-	*	*	-	*	-	**
	*%	*%	*%	1%	-%	-%	*%	*%	-%	*%	-%	**
TOTAL SATISFIED	830	603	226	231	280	49	115	164	317	136	48	**
	82%	81%	83%	87%	79%	84%	81%	80%	82%	76%	83%	**
				bde					b			
TOTAL DISSATISFIED	70	49	21	10	31	4	11	15	30	20	4	**
	7%	7%	8%	4%	9%	7%	8%	7%	8%	11%	6%	**
					a		a	a				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. 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			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2044	130	737	751	1618	422	117	476	761	803	1060	973	617	583	409	417
Effective Weighted Sample	1624	97	604	633	1332	294	68	367	656	604	828	789	548	473	311	295
Total	1014	56	356	395	807	206	66	218	389	406	536	473	301	288	207	207
Very satisfied	412	21	128	159	308	105	36	77	148	188	219	191	120	115	86	87
	41%	37%	36%	40%	38%	51%	55%	35%	38%	46%	41%	40%	40%	40%	41%	42%
						abcd	abcd			ab						
Fairly satisfied	417	18	162	162	343	74	25	93	165	159	220	196	128	122	82	82
	41%	33%	45%	41%	42%	36%	37%	43%	42%	39%	41%	41%	43%	42%	40%	40%
			ae		ae											
Neither satisfied nor dissatisfied	112	13	43	41	97	14	2	33	46	31	58	53	32	33	22	23
	11%	23%	12%	10%	12%	7%	3%	15%	12%	8%	11%	11%	11%	12%	11%	11%
		bcdef	ef	ef	ef			c	c							
Fairly dissatisfied	46	3	13	19	35	10	3	8	16	21	25	20	13	13	11	9
	5%	5%	4%	5%	4%	5%	5%	4%	4%	5%	5%	4%	4%	4%	5%	4%
Very dissatisfied	24	1	9	12	22	3	-	5	13	7	12	12	8	4	6	5
	2%	1%	2%	3%	3%	1%	-%	2%	3%	2%	2%	3%	3%	1%	3%	3%
									c							
Don't know	3	*	1	1	2	*	-	1	1	1	1	1	*	1	*	*
	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%
TOTAL SATISFIED	830	39	290	321	650	179	61	170	313	346	439	387	248	237	167	169
	82%	70%	81%	81%	81%	87%	92%	78%	80%	85%	82%	82%	82%	82%	81%	82%
			a	a	a	abcd	abcd			ab						
TOTAL DISSATISFIED	70	4	22	31	57	13	3	13	29	27	38	32	21	16	17	15
	7%	6%	6%	8%	7%	6%	5%	6%	7%	7%	7%	7%	7%	6%	8%	7%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	1335	140	105	47	216	673	514	451	969
Total	1014	842	89	57	26	151	412	306	286	583
Very satisfied	412	346	35	20	**	61	174	123	115	246
	41%	41%	39%	35%	**	40%	42%	40%	40%	42%
Fairly satisfied	417	343	37	27	**	63	162	133	113	249
	41%	41%	41%	47%	**	42%	39%	44%	39%	43%
Neither satisfied nor dissatisfied	112	92	11	4	**	15	47	28	32	53
	11%	11%	12%	8%	**	10%	11%	9%	11%	9%
Fairly dissatisfied	46	37	4	5	**	6	19	12	18	22
	5%	4%	5%	9%	**	4%	5%	4%	6%	4%
				a					b	
Very dissatisfied	24	21	3	-	**	4	9	8	8	13
	2%	3%	3%	-%	**	3%	2%	3%	3%	2%
Don't know	3	2	-	*	**	1	1	1	1	1
	*%	*%	-%	1%	**	1%	*%	*%	*%	*%
TOTAL SATISFIED	830	690	72	47	**	124	336	256	227	495
	82%	82%	80%	83%	**	82%	82%	84%	79%	85%
										a
TOTAL DISSATISFIED	70	58	7	5	**	11	28	21	26	35
	7%	7%	8%	9%	**	7%	7%	7%	9%	6%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2044	442	896	562	776	604	734	118	70	231	475	39	33	1338	706
Effective Weighted Sample	1624	323	806	422	704	511	612	92	61	183	325	29	25	1122	502
Total	1014	224	478	284	419	309	393	51	33	95	217	15	14	702	312
Currently looking for a new deal	42	12	26	17	21	23	15	7	**	1	3	**	**	38	4
	4%	5%	5%	6%	5%	8%	4%	13%	**	1%	1%	**	**	5%	1%
						b		b						b	
Planning to look for a new deal	165	42	115	52	104	82	74	12	**	7	2	**	**	157	9
	16%	19%	24%	18%	25%	27%	19%	24%	**	7%	1%	**	**	22%	3%
			a		a	b				b				b	
Not currently looking or planning to look for a new deal	775	161	326	202	285	195	293	32	**	83	205	**	**	488	288
	76%	72%	68%	71%	68%	63%	74%	63%	**	87%	95%	**	**	69%	92%
							ac				a				a
Don't know	32	9	11	12	9	9	12	*	**	5	7	**	**	20	12
	3%	4%	2%	4%	2%	3%	3%	*%	**	5%	3%	**	**	3%	4%
				b											

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2044	1536	508	642	563	142	387	332	725	341	115	78
Effective Weighted Sample	1624	1294	356	618	540	136	334	204	607	299	97	56
Total	1014	743	271	265	353	58	142	206	387	179	58	40
Currently looking for a new deal	42	34	7	4	19	2	6	9	15	15	4	**
	4%	5%	3%	2%	5%	4%	4%	5%	4%	8%	7%	**
					a		a	a		a		
Planning to look for a new deal	165	137	29	22	86	12	27	22	87	47	9	**
	16%	18%	11%	8%	24%	20%	19%	11%	22%	27%	15%	**
		b			ae	ae	ae			c		
Not currently looking or planning to look for a new deal	775	547	228	226	239	43	106	169	276	113	44	**
	76%	74%	84%	85%	68%	74%	75%	82%	71%	63%	75%	**
			a	bcd			b	bd	b		b	
Don’t know	32	25	7	12	10	1	3	6	10	3	1	**
	3%	3%	3%	5%	3%	2%	2%	3%	3%	2%	2%	**
				d								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2044	130	737	751	1618	422	117	476	761	803	1060	973	617	583	409	417
Effective Weighted Sample	1624	97	604	633	1332	294	68	367	656	604	828	789	548	473	311	295
Total	1014	56	356	395	807	206	66	218	389	406	536	473	301	288	207	207
Currently looking for a new deal	42	3	24	12	38	3	*	16	18	8	25	16	16	8	9	9
	4%	5%	7%	3%	5%	1%	*%	7%	5%	2%	5%	3%	5%	3%	4%	4%
		ef	cef		ef			bc	c				b			
Planning to look for a new deal	165	10	68	63	141	23	6	39	71	54	82	84	50	46	38	30
	16%	17%	19%	16%	18%	11%	10%	18%	18%	13%	15%	18%	16%	16%	18%	15%
			ef	e	ef			c	c							
Not currently looking or planning to look for a new deal	775	43	253	303	599	176	58	156	287	331	416	355	228	226	152	160
	76%	77%	71%	77%	74%	85%	88%	72%	74%	82%	78%	75%	76%	78%	73%	77%
				b		abcd	abcd			ab						
Don't know	32	1	11	16	28	4	1	6	13	13	14	18	7	8	8	8
	3%	1%	3%	4%	3%	2%	2%	3%	3%	3%	3%	4%	2%	3%	4%	4%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. 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

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	1335	140	105	47	216	673	514	451	969
Total	1014	842	89	57	26	151	412	306	286	583
Currently looking for a new deal	42	36	2	2	**	6	18	12	14	19
	4%	4%	3%	4%	**	4%	4%	4%	5%	3%
Planning to look for a new deal	165	139	15	9	**	24	69	56	52	91
	16%	17%	16%	16%	**	16%	17%	18%	18%	16%
Not currently looking or planning to look for a new deal	775	639	71	44	**	117	312	229	215	458
	76%	76%	80%	78%	**	78%	76%	75%	75%	79%
Don’t know	32	28	1	1	**	2	13	9	5	15
	3%	3%	2%	2%	**	2%	3%	3%	2%	3%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Discussed deals or offers with your provider	195	43	152	57	138	80	115	10	**	**	**	**	**	195	**
	28%	19%	32%	20%	33%	26%	29%	19%	**	**	**	**	**	28%	**
			a		a		c								
Looked at alternative deals or offers from your provider	158	44	114	59	99	79	80	15	**	**	**	**	**	158	**
	23%	20%	24%	21%	24%	25%	20%	29%	**	**	**	**	**	23%	**
						b		b							
Received a discount from your provider	155	38	117	52	103	61	94	12	**	**	**	**	**	155	**
	22%	17%	24%	18%	25%	20%	24%	24%	**	**	**	**	**	22%	**
			a		a										
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	126	35	92	47	79	64	62	14	**	**	**	**	**	126	**
	18%	15%	19%	17%	19%	21%	16%	27%	**	**	**	**	**	18%	**
						b		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)	75	25	50	32	43	32	43	6	**	**	**	**	**	75	**
	11%	11%	11%	11%	10%	10%	11%	12%	**	**	**	**	**	11%	**
None of these	287	110	177	135	152	113	173	14	**	**	**	**	**	287	**
	41%	49%	37%	48%	36%	37%	44%	28%	**	**	**	**	**	41%	**
		b		b			ac								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
SUMMARY															
ANY CHANGE	415	114	301	149	267	196	220	37	**	**	**	**	**	415	**
	59%	51%	63%	52%	64%	63%	56%	72%	**	**	**	**	**	59%	**
			a		a	b		b							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Discussed deals or offers with your provider	195	153	42	21	114	17	28	17	118	54	17	**
	28%	27%	29%	19%	32%	30%	28%	19%	30%	30%	29%	**
					ae	ae	ae					
Looked at alternative deals or offers from your provider	158	134	25	20	86	10	25	20	88	44	16	**
	23%	24%	17%	18%	24%	18%	25%	22%	23%	25%	28%	**
		b										
Received a discount from your provider	155	122	33	18	87	14	23	16	97	40	11	**
	22%	22%	23%	17%	25%	24%	23%	17%	25%	22%	18%	**
					a							
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	126	111	15	14	63	14	19	17	74	29	11	**
	18%	20%	10%	13%	18%	24%	19%	19%	19%	16%	19%	**
		b				a	a					
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)	75	55	20	11	37	4	12	13	50	12	6	**
	11%	10%	14%	10%	10%	7%	12%	14%	13%	6%	10%	**
									b			
None of these	287	217	70	57	131	24	38	40	153	66	20	**
	41%	39%	48%	52%	37%	41%	38%	44%	40%	37%	35%	**
			a	bcd								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
SUMMARY												
ANY CHANGE	415	339	76	53	222	34	62	51	234	113	38	**
	59%	61%	52%	48%	63%	59%	62%	56%	60%	63%	65%	**
		b			a	a	a					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Discussed deals or offers with your provider	195	**	77	80	166	29	**	47	78	70	109	85	63	58	42	30
	28%	**	28%	29%	28%	25%	**	29%	27%	28%	30%	26%	30%	29%	27%	24%
Looked at alternative deals or offers from your provider	158	**	74	58	141	16	**	47	69	42	90	67	48	54	31	24
	23%	**	27%	21%	24%	14%	**	29%	24%	17%	25%	20%	23%	27%	20%	19%
			ce	e	e			c	c					cd		
Received a discount from your provider	155	**	67	55	130	25	**	39	63	53	84	70	45	50	34	25
	22%	**	25%	20%	22%	22%	**	24%	22%	21%	23%	21%	21%	25%	21%	20%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	126	**	60	39	110	16	**	45	46	34	69	56	38	35	29	24
	18%	**	22%	14%	19%	14%	**	28%	16%	14%	19%	17%	18%	18%	18%	18%
			ce		c			bc								
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)	75	**	28	27	61	15	**	18	28	29	38	35	24	20	18	13
	11%	**	10%	10%	10%	13%	**	11%	10%	11%	10%	11%	11%	10%	12%	10%
None of these	287	**	101	119	233	54	**	56	114	116	146	140	80	82	65	57
	41%	**	37%	43%	40%	48%	**	34%	40%	46%	40%	42%	38%	41%	41%	45%
						bd				ab						
SUMMARY																
ANY CHANGE	415	**	169	157	355	59	**	107	172	135	221	192	129	118	92	71
	59%	**	63%	57%	60%	52%	**	66%	60%	54%	60%	58%	62%	59%	59%	55%
			e		e			c	c							

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Discussed deals or offers with your provider	195	158	19	**	**	30	86	61	55	119
	28%	28%	28%	**	**	30%	29%	28%	29%	29%
Looked at alternative deals or offers from your provider	158	131	19	**	**	25	61	55	48	94
	23%	23%	27%	**	**	25%	21%	25%	25%	23%
Received a discount from your provider	155	131	15	**	**	19	72	48	51	90
	22%	23%	21%	**	**	19%	25%	22%	27%	22%
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)	126	109	8	**	**	22	47	41	44	69
	18%	19%	12%	**	**	22%	16%	19%	23%	17%
		b				b			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)	75	57	11	**	**	17	32	19	31	34
	11%	10%	16%	**	**	17%	11%	9%	17%	8%
						bc			b	
None of these	287	230	30	**	**	33	124	88	64	175
	41%	40%	44%	**	**	33%	42%	40%	34%	42%
							a			a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
SUMMARY										
ANY CHANGE	415	342	38	**	**	66	169	130	126	238
	59%	60%	56%	**	**	67%	58%	60%	66%	58%
						b			b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	291	74	217	101	190	121	170	27	16	-	-	-	-	291	-
Effective Weighted Sample	249	53	198	76	174	104	146	22	14	-	-	-	-	249	-
Total	155	38	117	52	103	61	94	12	8	-	-	-	-	155	-
I contacted my provider	128	**	101	39	89	46	82	**	**	**	**	**	**	128	**
	83%	**	86%	74%	87%	75%	87%	**	**	**	**	**	**	83%	**
					a		a								
My provider contacted me	23	**	14	11	12	13	10	**	**	**	**	**	**	23	**
	15%	**	12%	21%	12%	21%	11%	**	**	**	**	**	**	15%	**
				b		b									
Don't know/ can't remember	4	**	2	2	2	2	2	**	**	**	**	**	**	4	**
	3%	**	1%	4%	2%	4%	2%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	~b	~a	b	~c	~d	~e	a	~b	~c	~d
Unweighted total	291	232	59	40	138	33	62	25	175	78	21	7
Effective Weighted Sample	249	202	48	39	133	32	49	16	148	69	19	5
Total	155	122	33	18	87	14	23	16	97	40	11	2
I contacted my provider	128	100	**	**	75	**	**	**	83	**	**	**
	83%	82%	**	**	87%	**	**	**	85%	**	**	**
My provider contacted me	23	18	**	**	10	**	**	**	13	**	**	**
	15%	15%	**	**	12%	**	**	**	13%	**	**	**
Don’t know/ can’t remember	4	4	**	**	1	**	**	**	2	**	**	**
	3%	3%	**	**	1%	**	**	**	2%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	~e	~f	~a	b	c	a	b	~a	~b	~c	~d
Unweighted total	291	17	124	100	241	49	10	80	110	100	158	131	85	90	59	54
Effective Weighted Sample	249	12	108	90	210	38	6	65	99	84	133	114	77	80	44	49
Total	155	8	67	55	130	25	6	39	63	53	84	70	45	50	34	25
I contacted my provider	128	**	55	46	106	**	**	**	55	45	69	58	**	**	**	**
	83%	**	82%	84%	82%	**	**	**	87%	85%	82%	83%	**	**	**	**
My provider contacted me	23	**	10	7	20	**	**	**	7	7	12	11	**	**	**	**
	15%	**	15%	14%	16%	**	**	**	11%	14%	14%	16%	**	**	**	**
Don't know/ can't remember	4	**	2	1	3	**	**	**	1	*	3	1	**	**	**	**
	3%	**	3%	2%	3%	**	**	**	2%	1%	4%	1%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	~a	b	~c	~a	b
Unweighted total	291	250	23	14	4	37	135	85	96	167
Effective Weighted Sample	249	218	17	13	4	32	112	75	76	149
Total	155	131	15	7	2	19	72	48	51	90
I contacted my provider	128	108	**	**	**	**	61	**	**	80
	83%	82%	**	**	**	**	84%	**	**	89%
My provider contacted me	23	19	**	**	**	**	11	**	**	7
	15%	15%	**	**	**	**	15%	**	**	8%
Don't know/ can't remember	4	4	**	**	**	**	1	**	**	3
	3%	3%	**	**	**	**	1%	**	**	3%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	246	63	183	90	156	125	121	29	16	-	-	-	-	246	-
Effective Weighted Sample	198	42	163	63	139	92	108	21	14	-	-	-	-	198	-
Total	126	35	92	47	79	64	62	14	8	-	-	-	-	126	-
I contacted my provider	99	**	76	**	66	48	51	**	**	**	**	**	**	99	**
	79%	**	83%	**	83%	75%	83%	**	**	**	**	**	**	79%	**
My provider contacted me	23	**	13	**	12	14	9	**	**	**	**	**	**	23	**
	18%	**	14%	**	15%	21%	15%	**	**	**	**	**	**	18%	**
Don't know/ can't remember	4	**	2	**	2	2	1	**	**	**	**	**	**	4	**
	3%	**	3%	**	3%	4%	2%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	~b	~a	b	~c	~d	~e	a	~b	~c	~d
Unweighted total	246	216	30	31	103	36	56	24	141	58	22	7
Effective Weighted Sample	198	171	28	30	99	34	47	15	114	48	19	5
Total	126	111	15	14	63	14	19	17	74	29	11	4
I contacted my provider	99	86	**	**	53	**	**	**	62	**	**	**
	79%	77%	**	**	85%	**	**	**	83%	**	**	**
My provider contacted me	23	22	**	**	7	**	**	**	10	**	**	**
	18%	20%	**	**	12%	**	**	**	14%	**	**	**
Don't know/ can't remember	4	3	**	**	2	**	**	**	2	**	**	**
	3%	3%	**	**	3%	**	**	**	3%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	~c	d	~e	~f	~a	~b	~c	a	b	~a	~b	~c	~d
Unweighted total	246	22	120	69	211	34	8	88	91	66	133	111	74	63	59	48
Effective Weighted Sample	198	15	91	61	167	32	8	61	80	60	102	95	66	46	51	37
Total	126	11	60	39	110	16	3	45	46	34	69	56	38	35	29	24
I contacted my provider	99	**	51	**	85	**	**	**	**	**	53	45	**	**	**	**
	79%	**	85%	**	77%	**	**	**	**	**	78%	79%	**	**	**	**
My provider contacted me	23	**	7	**	22	**	**	**	**	**	13	10	**	**	**	**
	18%	**	11%	**	20%	**	**	**	**	**	20%	17%	**	**	**	**
					b											
Don't know/ can't remember	4	**	2	**	3	**	**	**	**	**	2	2	**	**	**	**
	3%	**	3%	**	3%	**	**	**	**	**	3%	4%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	~a	~b	~c	~a	b
Unweighted total	246	213	14	17	2	46	96	72	90	129
Effective Weighted Sample	198	170	14	14	2	37	84	55	75	103
Total	126	109	8	8	1	22	47	41	44	69
I contacted my provider	99	85	**	**	**	**	**	**	**	57
	79%	78%	**	**	**	**	**	**	**	83%
My provider contacted me	23	20	**	**	**	**	**	**	**	11
	18%	19%	**	**	**	**	**	**	**	15%
Don't know/ can't remember	4	4	**	**	**	**	**	**	**	1
	3%	3%	**	**	**	**	**	**	**	2%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	139	46	93	61	78	63	76	13	5	-	-	-	-	139	-
Effective Weighted Sample	116	32	86	45	72	56	61	11	5	-	-	-	-	116	-
Total	75	25	50	32	43	32	43	6	2	-	-	-	-	75	-
I contacted my provider	69	**	**	**	**	**	**	**	**	**	**	**	**	69	**
	91%	**	**	**	**	**	**	**	**	**	**	**	**	91%	**
My provider contacted me	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	139	105	34	24	58	11	32	17	89	22	10	10
Effective Weighted Sample	116	92	26	24	57	10	29	12	76	20	7	8
Total	75	55	20	11	37	4	12	13	50	12	6	4
I contacted my provider	69	50	**	**	**	**	**	**	**	**	**	**
	91%	89%	**	**	**	**	**	**	**	**	**	**
My provider contacted me	3	2	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**	**	**
	5%	6%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	139	12	53	47	112	26	8	35	53	50	66	69	45	37	31	25
Effective Weighted Sample	116	9	45	43	98	19	4	27	49	41	51	64	41	30	23	24
Total	75	6	28	27	61	15	5	18	28	29	38	35	24	20	18	13
I contacted my provider	69	**	**	**	54	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	90%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	3	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	6%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	139	108	16	9	6	30	58	35	58	62
Effective Weighted Sample	116	94	11	8	6	27	44	33	45	53
Total	75	57	11	5	3	17	32	19	31	34
I contacted my provider	69	51	**	**	**	**	**	**	**	**
	91%	90%	**	**	**	**	**	**	**	**
My provider contacted me	3	3	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Received a discount	128	27	101	39	89	46	82	6	**	**	**	**	**	128	**
	18%	12%	21%	14%	21%	15%	21%	12%	**	**	**	**	**	18%	**
			a		a		ac								
Added extra or improved services	99	23	76	34	66	48	51	8	**	**	**	**	**	99	**
	14%	10%	16%	12%	16%	15%	13%	16%	**	**	**	**	**	14%	**
			a		a										
Reduced or downgraded services	69	21	48	28	41	29	40	4	**	**	**	**	**	69	**
	10%	9%	10%	10%	10%	9%	10%	8%	**	**	**	**	**	10%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	229	59	170	81	148	99	130	15	**	**	**	**	**	229	**
	33%	27%	36%	29%	35%	32%	33%	30%	**	**	**	**	**	33%	**
			a		a										
ALL 3 CHANGES	8	1	7	2	6	2	7	-	**	**	**	**	**	8	**
	1%	1%	1%	1%	1%	*%	2%	-%	**	**	**	**	**	1%	**
							a								
DISCOUNT AND EXTRA SERVICES	31	5	27	8	23	11	20	2	**	**	**	**	**	31	**
	4%	2%	6%	3%	5%	4%	5%	3%	**	**	**	**	**	4%	**
			a		a										
DISCOUNT AND REDUCED SERVICES	14	3	10	3	10	5	9	-	**	**	**	**	**	14	**
	2%	1%	2%	1%	2%	2%	2%	-%	**	**	**	**	**	2%	**
EXTRA SERVICES AND REDUCED SERVICES	6	2	4	3	3	3	2	1	**	**	**	**	**	6	**
	1%	1%	1%	1%	1%	1%	1%	2%	**	**	**	**	**	1%	**
DISCOUNT ONLY	75	18	57	25	50	28	47	4	**	**	**	**	**	75	**
	11%	8%	12%	9%	12%	9%	12%	9%	**	**	**	**	**	11%	**
			a												
EXTRA SERVICES ONLY	54	16	38	20	34	31	23	5	**	**	**	**	**	54	**
	8%	7%	8%	7%	8%	10%	6%	10%	**	**	**	**	**	8%	**
						b									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
REDUCED SERVICES ONLY	41	15	26	20	22	19	23	3	**	**	**	**	**	41	**
	6%	7%	6%	7%	5%	6%	6%	6%	**	**	**	**	**	6%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	473	164	308	202	271	210	263	36	**	**	**	**	**	473	**
	67%	73%	64%	71%	65%	68%	67%	70%	**	**	**	**	**	67%	**
		b		b											

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Received a discount	128	100	29	15	75	12	17	12	83	31	8	**
	18%	18%	20%	14%	21%	20%	17%	13%	21%	18%	14%	**
					ae							
Added extra or improved services	99	86	13	10	53	12	13	11	62	22	8	**
	14%	15%	9%	9%	15%	21%	13%	12%	16%	12%	14%	**
		b			a	ade						
Reduced or downgraded services	69	50	19	10	35	4	10	11	47	11	5	**
	10%	9%	13%	9%	10%	7%	10%	12%	12%	6%	8%	**
			a						b			
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	229	183	46	29	125	20	31	28	143	54	17	**
	33%	33%	32%	26%	35%	34%	31%	31%	37%	30%	30%	**
					a				b			
ALL 3 CHANGES	8	6	2	-	4	2	2	1	6	1	-	**
	1%	1%	1%	-%	1%	3%	2%	1%	2%	1%	-%	**
						a	a					
DISCOUNT AND EXTRA SERVICES	31	27	4	4	20	4	4	-	22	5	2	**
	4%	5%	3%	4%	6%	7%	4%	-%	6%	3%	4%	**
				e	e	e	e					
DISCOUNT AND REDUCED SERVICES	14	8	6	1	9	-	1	2	9	3	1	**
	2%	1%	4%	1%	3%	-%	1%	3%	2%	1%	2%	**
			a					c				
EXTRA SERVICES AND REDUCED SERVICES	6	4	1	1	3	1	1	1	4	*	1	**
	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	**
DISCOUNT ONLY	75	59	17	10	43	6	9	8	45	22	5	**
	11%	11%	11%	9%	12%	10%	9%	9%	12%	12%	8%	**
EXTRA SERVICES ONLY	54	48	6	5	28	6	7	9	29	15	5	**
	8%	9%	4%	4%	8%	10%	7%	10%	8%	8%	9%	**
		b				a		a				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
REDUCED SERVICES ONLY	41	31	10	8	20	2	7	6	27	7	3	**
	6%	6%	7%	7%	6%	3%	7%	7%	7%	4%	5%	**
									b			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	473	373	100	81	228	38	69	63	244	125	41	**
	67%	67%	68%	74%	65%	66%	69%	69%	63%	70%	70%	**
				b						a		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Received a discount	128	**	55	46	106	22	**	28	55	45	69	58	36	40	31	19
	18%	**	20%	17%	18%	19%	**	17%	19%	18%	19%	18%	17%	20%	20%	15%
Added extra or improved services	99	**	51	29	85	14	**	32	38	29	53	45	27	28	24	19
	14%	**	19%	11%	14%	12%	**	20%	13%	12%	15%	14%	13%	14%	15%	14%
			cde		c			bc								
Reduced or downgraded services	69	**	25	27	54	14	**	15	26	28	36	32	22	18	16	12
	10%	**	9%	10%	9%	12%	**	9%	9%	11%	10%	10%	10%	9%	10%	9%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	229	**	100	82	193	36	**	58	94	78	125	103	67	65	56	38
	33%	**	37%	30%	33%	32%	**	36%	33%	31%	34%	31%	32%	33%	36%	29%
			c													
ALL 3 CHANGES	8	**	4	2	6	1	**	3	2	2	3	4	2	3	*	3
	1%	**	2%	1%	1%	1%	**	2%	1%	1%	1%	1%	1%	2%	*%	2%
																c
DISCOUNT AND EXTRA SERVICES	31	**	15	10	27	4	**	8	14	10	16	15	8	10	9	4
	4%	**	6%	4%	5%	4%	**	5%	5%	4%	4%	4%	4%	5%	5%	3%
DISCOUNT AND REDUCED SERVICES	14	**	3	6	8	5	**	1	4	8	7	6	4	4	4	1
	2%	**	1%	2%	1%	5%	**	1%	1%	3%	2%	2%	2%	2%	3%	1%
						bcd				a						
EXTRA SERVICES AND REDUCED SERVICES	6	**	3	1	4	2	**	2	1	2	3	2	2	1	1	1
	1%	**	1%	*%	1%	1%	**	1%	*%	1%	1%	1%	1%	1%	1%	1%
DISCOUNT ONLY	75	**	33	29	64	11	**	16	34	25	43	33	22	23	18	11
	11%	**	12%	10%	11%	10%	**	10%	12%	10%	12%	10%	11%	12%	11%	9%
EXTRA SERVICES ONLY	54	**	28	17	47	7	**	19	20	15	31	24	16	14	14	11
	8%	**	10%	6%	8%	6%	**	12%	7%	6%	8%	7%	8%	7%	9%	8%
			c					bc								
REDUCED SERVICES ONLY	41	**	14	19	35	6	**	8	18	15	22	19	14	10	10	7
	6%	**	5%	7%	6%	5%	**	5%	6%	6%	6%	6%	6%	5%	6%	5%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	473	**	169	194	395	77	**	105	193	174	242	229	142	135	101	91
	67%	**	63%	70%	67%	68%	**	64%	67%	69%	66%	69%	68%	67%	64%	71%
				b												

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Received a discount	128	108	12	**	**	14	61	41	39	80
	18%	19%	18%	**	**	14%	21%	19%	20%	19%
Added extra or improved services	99	85	6	**	**	15	37	35	34	57
	14%	15%	9%	**	**	16%	13%	16%	18%	14%
Reduced or downgraded services	69	51	11	**	**	15	30	17	28	32
	10%	9%	16%	**	**	16%	10%	8%	14%	8%
			a			bc			b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	229	190	21	**	**	34	98	72	76	132
	33%	33%	30%	**	**	35%	33%	33%	40%	32%
									b	
ALL 3 CHANGES	8	6	1	**	**	1	3	3	3	4
	1%	1%	1%	**	**	1%	1%	1%	2%	1%
DISCOUNT AND EXTRA SERVICES	31	27	3	**	**	5	13	11	10	21
	4%	5%	4%	**	**	5%	5%	5%	5%	5%
DISCOUNT AND REDUCED SERVICES	14	10	4	**	**	1	9	3	4	7
	2%	2%	5%	**	**	1%	3%	1%	2%	2%
			a							
EXTRA SERVICES AND REDUCED SERVICES	6	5	1	**	**	1	1	3	3	2
	1%	1%	1%	**	**	1%	*%	1%	2%	1%
DISCOUNT ONLY	75	65	5	**	**	6	35	25	21	48
	11%	11%	7%	**	**	7%	12%	11%	11%	12%
							a			
EXTRA SERVICES ONLY	54	46	2	**	**	8	19	19	17	30
	8%	8%	3%	**	**	8%	6%	9%	9%	7%
		b								

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
REDUCED SERVICES ONLY	41	30	6	**	**	11	17	9	17	19
	6%	5%	8%	**	**	12%	6%	4%	9%	5%
						bc			b	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	473	382	48	**	**	64	196	147	115	281
	67%	67%	70%	**	**	65%	67%	67%	60%	68%
										a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Received a discount	23	9	14	11	12	13	10	6	**	**	**	**	**	23	**
	3%	4%	3%	4%	3%	4%	3%	11%	**	**	**	**	**	3%	**
								ab							
Added extra or improved services	23	10	13	12	12	14	9	4	**	**	**	**	**	23	**
	3%	4%	3%	4%	3%	4%	2%	9%	**	**	**	**	**	3%	**
						b		b							
Reduced or downgraded services	3	2	2	2	1	2	1	2	**	**	**	**	**	3	**
	*%	1%	*%	1%	*%	1%	*%	3%	**	**	**	**	**	*%	**
								ab							
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	19	24	23	20	26	17	10	**	**	**	**	**	43	**
	6%	8%	5%	8%	5%	8%	4%	20%	**	**	**	**	**	6%	**
		b		b		b		ab							
ALL 3 CHANGES	1	-	1	-	1	-	1	-	**	**	**	**	**	1	**
	*%	-%	*%	-%	*%	-%	*%	-%	**	**	**	**	**	*%	**
DISCOUNT AND EXTRA SERVICES	3	1	3	1	3	1	2	*	**	**	**	**	**	3	**
	*%	*%	1%	*%	1%	*%	*%	1%	**	**	**	**	**	*%	**
DISCOUNT AND REDUCED SERVICES	1	1	1	1	1	1	1	1	**	**	**	**	**	1	**
	*%	*%	*%	*%	*%	*%	*%	1%	**	**	**	**	**	*%	**
								b							
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	*	-	*	-	-	**	**	**	**	**	*	**
	*%	-%	*%	*%	-%	*%	-%	-%	**	**	**	**	**	*%	**
DISCOUNT ONLY	18	7	11	10	8	11	7	4	**	**	**	**	**	18	**
	3%	3%	2%	3%	2%	3%	2%	9%	**	**	**	**	**	3%	**
								ab							
EXTRA SERVICES ONLY	19	9	9	10	8	12	7	4	**	**	**	**	**	19	**
	3%	4%	2%	4%	2%	4%	2%	8%	**	**	**	**	**	3%	**
		b				b		b							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
REDUCED SERVICES ONLY	1	1	-	1	-	1	-	1	**	**	**	**	**	1	**
	*%	*%	-%	*%	-%	*%	-%	2%	**	**	**	**	**	*%	**
								ab							
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	659	205	454	261	398	283	376	41	**	**	**	**	**	659	**
	94%	92%	95%	92%	95%	92%	96%	80%	**	**	**	**	**	94%	**
			a		a	c	ac								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Received a discount	23 3%	18 3%	5 3%	3 2%	10 3%	2 4%	5 6%	3 3%	13 3%	7 4%	2 4%	** **
Added extra or improved services	23 3%	22 4% b	1 1%	3 3%	7 2%	2 3%	6 6% b	6 6% b	10 3%	7 4%	3 4%	** **
Reduced or downgraded services	3 *%	2 *%	1 1%	- -%	1 *%	- -%	1 1%	2 2% a	2 *%	1 *%	1 1%	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43 6%	37 7%	6 4%	5 4%	16 5%	3 5%	10 10% ab	10 11% ab	22 6%	12 7%	5 8%	** **
ALL 3 CHANGES	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	** **
DISCOUNT AND EXTRA SERVICES	3 *%	3 1%	- -%	1 1%	1 *%	1 1%	1 1%	- -%	2 *%	1 1%	- -%	** **
DISCOUNT AND REDUCED SERVICES	1 *%	1 *%	1 *%	- -%	1 *%	- -%	* *%	1 1%	- -%	1 *%	1 1% a	** **
EXTRA SERVICES AND REDUCED SERVICES	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	** **
DISCOUNT ONLY	18 3%	14 3%	4 3%	2 1%	8 2%	1 2%	4 4% a	2 3%	10 3%	5 3%	2 3%	** **
EXTRA SERVICES ONLY	19 3%	18 3% b	1 1%	2 2%	6 2%	1 2%	4 4% b	6 6% abc	8 2%	5 3%	3 4%	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
REDUCED SERVICES ONLY	1	1	*	-	-	-	-	1	1	-	-	**
	*%	*%	*%	-%	-%	-%	-%	1% b	*%	-%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	659	519	140	106	337	55	90	81	366	166	54	**
	94%	93%	96%	96% de	95% de	95%	90%	89%	94%	93%	92%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Received a discount	23	**	10	7	20	3	**	9	7	7	12	11	8	8	2	5
	3%	**	4%	3%	3%	2%	**	5%	2%	3%	3%	3%	4%	4%	1%	4%
								b					c	c		c
Added extra or improved services	23	**	7	9	22	1	**	12	7	4	13	10	9	6	4	4
	3%	**	3%	3%	4%	1%	**	7%	2%	2%	4%	3%	4%	3%	3%	3%
					e			bc								
Reduced or downgraded services	3	**	2	*	3	1	**	1	1	1	2	1	2	1	-	1
	*%	**	1%	*%	*%	*%	**	1%	*%	*%	1%	*%	1%	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	**	16	15	40	3	**	19	13	11	25	19	16	13	6	9
	6%	**	6%	5%	7%	3%	**	12%	4%	4%	7%	6%	7%	6%	4%	7%
			e		e			bc					c			
ALL 3 CHANGES	1	**	-	-	-	1	**	-	-	1	-	1	-	1	-	-
	*%	**	-%	-%	-%	*%	**	-%	-%	*%	-%	*%	-%	*%	-%	-%
						d										
DISCOUNT AND EXTRA SERVICES	3	**	1	2	3	*	**	1	2	*	2	1	2	1	-	*
	*%	**	*%	1%	*%	*%	**	1%	1%	*%	1%	*%	1%	*%	-%	*%
DISCOUNT AND REDUCED SERVICES	1	**	1	-	1	-	**	1	1	-	1	1	1	*	-	1
	*%	**	*%	-%	*%	-%	**	*%	*%	-%	*%	*%	*%	*%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	-	*	-	**	*	-	-	*	-	*	-	-	-
	*%	**	*%	-%	*%	-%	**	*%	-%	-%	*%	-%	*%	-%	-%	-%
DISCOUNT ONLY	18	**	8	6	16	2	**	7	4	7	10	8	5	6	2	4
	3%	**	3%	2%	3%	2%	**	4%	2%	3%	3%	3%	3%	3%	1%	3%
								b								
EXTRA SERVICES ONLY	19	**	5	7	19	*	**	10	5	3	11	8	6	5	4	4
	3%	**	2%	2%	3%	*%	**	6%	2%	1%	3%	2%	3%	2%	3%	3%
				e	e			bc								

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
REDUCED SERVICES ONLY	1	**	1	*	1	-	**	-	1	*	1	-	1	*	-	-
	*%	**	*%	*%	*%	-%	**	-%	*%	*%	*%	-%	*%	*%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	659	**	253	261	547	110	**	143	274	241	343	313	194	188	152	119
	94%	**	94%	95%	93%	97%	**	88%	96%	96%	93%	94%	93%	94%	96%	93%
						bd			a	a					a	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Received a discount	23	19	3	**	**	4	11	6	12	7
	3%	3%	4%	**	**	4%	4%	3%	6%	2%
									b	
Added extra or improved services	23	20	2	**	**	6	8	6	8	11
	3%	4%	3%	**	**	6%	3%	3%	4%	3%
						bc				
Reduced or downgraded services	3	3	-	**	**	1	1	2	2	1
	*%	*%	-%	**	**	1%	*%	1%	1%	*%
									b	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	38	3	**	**	10	16	12	18	18
	6%	7%	5%	**	**	10%	6%	5%	10%	4%
						b			b	
ALL 3 CHANGES	1	1	-	**	**	-	1	-	1	-
	*%	*%	-%	**	**	-%	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	3	2	1	**	**	1	2	*	1	1
	*%	*%	2%	**	**	1%	1%	*%	1%	*%
			a							
DISCOUNT AND REDUCED SERVICES	1	1	-	**	**	1	*	1	1	-
	*%	*%	-%	**	**	1%	*%	*%	1%	-%
									b	
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	**	**	-	-	*	-	-
	*%	-%	-%	**	**	-%	-%	*%	-%	-%
DISCOUNT ONLY	18	15	1	**	**	3	8	5	9	6
	3%	3%	2%	**	**	3%	3%	2%	5%	2%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/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

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
EXTRA SERVICES ONLY	19	18	1	**	**	5	6	5	6	10
	3%	3%	1%	**	**	5%	2%	2%	3%	2%
						bc				
REDUCED SERVICES ONLY	1	1	-	**	**	*	-	1	*	1
	*%	*%	-%	**	**	*%	-%	*%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	659	534	65	**	**	89	277	206	172	395
	94%	93%	95%	**	**	90%	94%	95%	90%	96%
							a			a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2044	442	896	562	776	604	734	118	70	231	475	39	33	1338	706
Effective Weighted Sample	1624	323	806	422	704	511	612	92	61	183	325	29	25	1122	502
Total	1014	224	478	284	419	309	393	51	33	95	217	15	14	702	312
Discussed deals or offers with any other provider	70	19	48	22	45	41	26	10	**	2	*	**	**	67	3
	7%	8%	10%	8%	11%	13%	7%	20%	**	3%	*%	**	**	10%	1%
						b		b		b				b	
Looked at deals or offers from any other provider	212	45	139	56	127	104	80	20	**	17	11	**	**	184	29
	21%	20%	29%	20%	30%	34%	20%	40%	**	18%	5%	**	**	26%	9%
			a		a	b		b		b				b	
Talked with friends or family for recommendations about providers	135	35	69	41	64	50	54	13	**	14	17	**	**	104	31
	13%	16%	14%	14%	15%	16%	14%	25%	**	15%	8%	**	**	15%	10%
								ab		b				b	
None of these	672	143	270	185	227	150	263	15	**	68	192	**	**	412	259
	66%	64%	56%	65%	54%	48%	67%	29%	**	71%	88%	**	**	59%	83%
		b		b		c	ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2044	1536	508	642	563	142	387	332	725	341	115	78
Effective Weighted Sample	1624	1294	356	618	540	136	334	204	607	299	97	56
Total	1014	743	271	265	353	58	142	206	387	179	58	40
Discussed deals or offers with any other provider	70	61	9	7	33	4	14	13	35	19	8	**
	7%	8%	3%	3%	9%	7%	10%	6%	9%	11%	14%	**
		b			a	a	a	a				
Looked at deals or offers from any other provider	212	177	36	32	106	13	30	33	92	55	17	**
	21%	24%	13%	12%	30%	22%	21%	16%	24%	31%	30%	**
		b			ade	a	a			a		
Talked with friends or family for recommendations about providers	135	107	28	27	52	5	21	31	51	30	7	**
	13%	14%	10%	10%	15%	9%	15%	15%	13%	17%	12%	**
		b			a		a	a				
None of these	672	461	211	208	198	39	87	146	243	95	32	**
	66%	62%	78%	78%	56%	68%	61%	71%	63%	53%	55%	**
			a	bcde		b		bd	b			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2044	130	737	751	1618	422	117	476	761	803	1060	973	617	583	409	417
Effective Weighted Sample	1624	97	604	633	1332	294	68	367	656	604	828	789	548	473	311	295
Total	1014	56	356	395	807	206	66	218	389	406	536	473	301	288	207	207
Discussed deals or offers with any other provider	70	5	35	22	63	7	1	23	30	16	42	27	20	24	16	8
	7%	9%	10%	6%	8%	3%	1%	11%	8%	4%	8%	6%	7%	8%	8%	4%
		ef	cef	f	ef			c	c				d	d	d	
Looked at deals or offers from any other provider	212	13	100	73	186	25	7	62	89	60	125	87	66	61	45	40
	21%	23%	28%	19%	23%	12%	11%	29%	23%	15%	23%	18%	22%	21%	22%	19%
		ef	cdef	ef	cef			bc	c		b					
Talked with friends or family for recommendations about providers	135	15	56	46	117	18	4	46	47	43	66	68	37	41	29	28
	13%	26%	16%	12%	14%	9%	6%	21%	12%	11%	12%	14%	12%	14%	14%	14%
		bcdef	cef		ef			bc								
None of these	672	28	205	274	508	163	57	117	249	305	351	317	197	189	134	143
	66%	51%	58%	70%	63%	79%	86%	54%	64%	75%	65%	67%	65%	66%	65%	69%
				abd	ab	abcd	abcd		a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	1335	140	105	47	216	673	514	451	969
Total	1014	842	89	57	26	151	412	306	286	583
Discussed deals or offers with any other provider	70	56	10	3	**	14	29	22	17	41
	7%	7%	11%	5%	**	9%	7%	7%	6%	7%
			a							
Looked at deals or offers from any other provider	212	177	21	12	**	35	90	64	64	122
	21%	21%	23%	22%	**	23%	22%	21%	23%	21%
Talked with friends or family for recommendations about providers	135	116	9	7	**	22	56	35	47	71
	13%	14%	11%	13%	**	14%	13%	12%	16%	12%
									b	
None of these	672	558	56	36	**	95	268	206	180	393
	66%	66%	63%	63%	**	63%	65%	67%	63%	67%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Yes	239	77	162	94	145	124	116	23	**	**	**	**	**	239	**
	34%	35%	34%	33%	35%	40%	29%	45%	**	**	**	**	**	34%	**
						b		b							
No	463	147	316	189	273	185	277	28	**	**	**	**	**	463	**
	66%	65%	66%	67%	65%	60%	71%	55%	**	**	**	**	**	66%	**
							ac								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Yes	239	189	50	32	115	20	38	39	118	69	26	**
	34%	34%	34%	29%	32%	35%	38%	43%	30%	39%	45%	**
							a	ab		a	a	
No	463	367	96	78	239	38	62	52	269	110	32	**
	66%	66%	66%	71%	68%	65%	62%	57%	70%	61%	55%	**
				de	e				bc			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Yes	239	**	94	86	203	36	**	71	87	81	137	102	74	70	47	45
	34%	**	35%	31%	35%	32%	**	44%	30%	32%	37%	31%	36%	35%	30%	35%
								bc			b					
No	463	**	176	190	385	77	**	92	199	171	230	230	135	130	111	83
	66%	**	65%	69%	65%	68%	**	56%	70%	68%	63%	69%	64%	65%	70%	65%
									a	a		a				

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Yes	239	190	28	**	**	34	102	76	66	146
	34%	33%	40%	**	**	34%	35%	35%	34%	35%
No	463	382	41	**	**	65	192	143	125	267
	66%	67%	60%	**	**	66%	65%	65%	66%	65%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	459	145	314	181	278	246	213	54	20	-	-	-	-	459	-
Effective Weighted Sample	358	90	281	117	250	192	167	39	18	-	-	-	-	358	-
Total	239	77	162	94	145	124	116	23	10	-	-	-	-	239	-
Looked into deals with my existing provider at that time	109	24	85	32	77	50	59	**	**	**	**	**	**	109	**
	45%	31%	52%	34%	53%	40%	51%	**	**	**	**	**	**	45%	**
			a		a		a								
Contacted my existing provider at that time	78	22	56	29	48	43	35	**	**	**	**	**	**	78	**
	32%	28%	35%	31%	33%	35%	30%	**	**	**	**	**	**	32%	**
Looked into deals with alternative provider/s	71	17	54	22	50	38	33	**	**	**	**	**	**	71	**
	30%	22%	34%	23%	34%	31%	29%	**	**	**	**	**	**	30%	**
			a		a										
Signed up for a contract with my existing provider at that time	58	15	43	19	39	25	33	**	**	**	**	**	**	58	**
	24%	20%	26%	20%	27%	21%	28%	**	**	**	**	**	**	24%	**
Contacted alternative provider/s	23	8	15	10	13	19	3	**	**	**	**	**	**	23	**
	10%	10%	9%	10%	9%	16%	3%	**	**	**	**	**	**	10%	**
						b									
Signed up for a contract with an alternative provider	10	4	6	5	4	9	1	**	**	**	**	**	**	10	**
	4%	5%	4%	6%	3%	7%	1%	**	**	**	**	**	**	4%	**
						b									
Something else	4	2	3	2	2	3	1	**	**	**	**	**	**	4	**
	2%	2%	2%	2%	2%	3%	1%	**	**	**	**	**	**	2%	**
I did not take any action	51	17	34	20	31	24	26	**	**	**	**	**	**	51	**
	21%	22%	21%	21%	21%	20%	23%	**	**	**	**	**	**	21%	**
Can't remember	10	6	5	6	4	5	5	**	**	**	**	**	**	10	**
	4%	7%	3%	6%	3%	4%	5%	**	**	**	**	**	**	4%	**
		b													

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	~b	~a	b	~c	d	~e	a	b	~c	~d
Unweighted total	459	372	87	72	185	50	106	55	219	132	53	24
Effective Weighted Sample	358	301	61	68	177	48	85	32	159	116	42	21
Total	239	189	50	32	115	20	38	39	118	69	26	10
Looked into deals with my existing provider at that time	109	88	**	**	65	**	15	**	56	34	**	**
	45%	46%	**	**	56%	**	39%	**	47%	49%	**	**
					d							
Contacted my existing provider at that time	78	64	**	**	44	**	10	**	37	24	**	**
	32%	34%	**	**	38%	**	25%	**	31%	34%	**	**
					d							
Looked into deals with alternative provider/s	71	60	**	**	41	**	11	**	31	24	**	**
	30%	32%	**	**	36%	**	29%	**	26%	35%	**	**
Signed up for a contract with my existing provider at that time	58	45	**	**	33	**	8	**	29	16	**	**
	24%	24%	**	**	29%	**	21%	**	25%	23%	**	**
Contacted alternative provider/s	23	22	**	**	10	**	5	**	10	4	**	**
	10%	12%	**	**	8%	**	13%	**	9%	6%	**	**
Signed up for a contract with an alternative provider	10	9	**	**	4	**	2	**	6	1	**	**
	4%	5%	**	**	4%	**	5%	**	5%	1%	**	**
Something else	4	4	**	**	1	**	1	**	1	2	**	**
	2%	2%	**	**	1%	**	2%	**	1%	2%	**	**
I did not take any action	51	34	**	**	24	**	7	**	27	13	**	**
	21%	18%	**	**	21%	**	19%	**	23%	18%	**	**
Can't remember	10	7	**	**	2	**	3	**	4	4	**	**
	4%	4%	**	**	2%	**	7%	**	3%	6%	**	**
							b					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	~d
Unweighted total	459	48	185	156	389	69	16	146	163	149	255	203	146	125	91	92
Effective Weighted Sample	358	32	143	132	307	51	9	99	147	114	187	174	129	97	62	69
Total	239	22	94	86	203	36	11	71	87	81	137	102	74	70	47	45
Looked into deals with my existing provider at that time	109	**	42	44	94	**	**	25	46	37	59	50	35	31	**	**
	45%	**	44%	51%	47%	**	**	36%	53% a	45%	43%	49%	47%	43%	**	**
Contacted my existing provider at that time	78	**	36	25	67	**	**	27	26	24	50	28	23	28	**	**
	32%	**	38%	29%	33%	**	**	39%	29%	30%	36% b	27%	31%	39%	**	**
Looked into deals with alternative provider/s	71	**	34	28	66	**	**	22	31	17	44	27	20	26	**	**
	30%	**	36%	33%	32%	**	**	32% c	36% c	21%	32%	26%	27%	38%	**	**
Signed up for a contract with my existing provider at that time	58	**	23	21	46	**	**	16	19	23	35	23	18	20	**	**
	24%	**	25%	24%	23%	**	**	22%	22%	29%	25%	23%	24%	29%	**	**
Contacted alternative provider/s	23	**	14	4	21	**	**	13	6	3	16	7	7	8	**	**
	10%	**	15% c	4%	11% c	**	**	19% bc	7%	4%	11%	7%	10%	12%	**	**
Signed up for a contract with an alternative provider	10	**	5	2	9	**	**	5	3	2	6	4	2	3	**	**
	4%	**	5%	2%	4%	**	**	8% c	3%	2%	4%	4%	3%	4%	**	**
Something else	4	**	3	1	4	**	**	1	3	1	3	2	1	1	**	**
	2%	**	3%	1%	2%	**	**	1%	3%	1%	2%	2%	1%	1%	**	**
I did not take any action	51	**	17	19	37	**	**	11	16	23	30	21	17	12	**	**
	21%	**	18%	22%	18%	**	**	16%	19%	28% a	22%	20%	23%	17%	**	**
Can't remember	10	**	4	4	10	**	**	4	3	3	4	7	2	2	**	**
	4%	**	4%	4%	5%	**	**	6%	4%	3%	3%	7% a	3%	3%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	459	374	44	26	15	71	197	133	139	262
Effective Weighted Sample	358	292	32	24	13	58	149	104	105	206
Total	239	190	28	13	8	34	102	76	66	146
Looked into deals with my existing provider at that time	109	84	**	**	**	**	48	34	28	70
	45%	44%	**	**	**	**	47%	45%	43%	48%
Contacted my existing provider at that time	78	64	**	**	**	**	40	24	22	47
	32%	34%	**	**	**	**	39%	31%	33%	32%
Looked into deals with alternative provider/s	71	57	**	**	**	**	29	26	13	49
	30%	30%	**	**	**	**	28%	34%	20%	34%
										a
Signed up for a contract with my existing provider at that time	58	46	**	**	**	**	30	14	15	37
	24%	24%	**	**	**	**	30%	19%	23%	25%
							c			
Contacted alternative provider/s	23	21	**	**	**	**	8	6	7	10
	10%	11%	**	**	**	**	8%	8%	11%	7%
Signed up for a contract with an alternative provider	10	8	**	**	**	**	5	2	4	4
	4%	4%	**	**	**	**	5%	2%	7%	3%
Something else	4	4	**	**	**	**	2	*	3	1
	2%	2%	**	**	**	**	2%	1%	5%	1%
									b	
I did not take any action	51	42	**	**	**	**	17	22	15	33
	21%	22%	**	**	**	**	17%	28%	22%	23%
								b		
Can't remember	10	7	**	**	**	**	3	3	5	3
	4%	4%	**	**	**	**	3%	4%	7%	2%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Agree strongly	126	42	83	54	71	59	67	13	**	**	**	**	**	126	**
	18%	19%	17%	19%	17%	19%	17%	25%	**	**	**	**	**	18%	**
								b							
Agree slightly	238	71	167	84	154	102	136	18	**	**	**	**	**	238	**
	34%	32%	35%	30%	37%	33%	35%	35%	**	**	**	**	**	34%	**
					a										
Disagree slightly	134	48	86	67	67	60	74	8	**	**	**	**	**	134	**
	19%	22%	18%	23%	16%	19%	19%	15%	**	**	**	**	**	19%	**
				b											
Disagree strongly	114	33	81	43	71	54	60	8	**	**	**	**	**	114	**
	16%	15%	17%	15%	17%	17%	15%	15%	**	**	**	**	**	16%	**
Don't know	91	29	62	36	55	35	56	5	**	**	**	**	**	91	**
	13%	13%	13%	13%	13%	11%	14%	10%	**	**	**	**	**	13%	**
TOTAL AGREE	363	113	250	139	225	161	203	30	**	**	**	**	**	363	**
	52%	51%	52%	49%	54%	52%	52%	59%	**	**	**	**	**	52%	**
TOTAL DISAGREE	248	81	167	109	139	114	134	16	**	**	**	**	**	248	**
	35%	36%	35%	39%	33%	37%	34%	31%	**	**	**	**	**	35%	**
				b											

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Agree strongly	126	96	29	17	58	13	18	21	70	26	15	**
	18%	17%	20%	16%	16%	22%	18%	23%	18%	14%	26%	**
								b			ab	
Agree slightly	238	188	50	34	120	22	35	30	129	66	18	**
	34%	34%	34%	31%	34%	38%	36%	33%	33%	37%	31%	**
Disagree slightly	134	108	26	26	61	9	24	17	76	33	6	**
	19%	19%	18%	24%	17%	15%	24%	18%	20%	18%	10%	**
				bc			bc		c	c		
Disagree strongly	114	100	15	18	67	7	11	12	61	32	8	**
	16%	18%	10%	17%	19%	11%	11%	13%	16%	18%	14%	**
		b			cd							
Don't know	91	65	26	14	47	8	11	11	50	23	11	**
	13%	12%	18%	13%	13%	13%	11%	12%	13%	13%	18%	**
			a									
TOTAL AGREE	363	284	79	51	178	35	54	51	200	91	33	**
	52%	51%	54%	46%	50%	60%	54%	56%	52%	51%	57%	**
						ab						
TOTAL DISAGREE	248	208	40	45	128	16	35	29	138	65	14	**
	35%	37%	28%	41%	36%	27%	35%	32%	36%	36%	25%	**
		b		c	c				c	c		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Agree strongly	126	**	43	45	97	28	**	32	42	51	77	48	29	40	29	26
	18%	**	16%	16%	17%	25%	**	20%	15%	20%	21%	15%	14%	20%	18%	20%
						bcd				b	b			a		a
Agree slightly	238	**	88	92	200	38	**	63	90	84	124	113	72	64	61	39
	34%	**	33%	33%	34%	33%	**	39%	31%	33%	34%	34%	35%	32%	39%	31%
								b							d	
Disagree slightly	134	**	53	59	119	14	**	30	57	47	65	68	44	38	27	24
	19%	**	20%	21%	20%	12%	**	19%	20%	18%	18%	20%	21%	19%	17%	19%
			e	e	e											
Disagree strongly	114	**	51	47	101	13	**	21	61	32	59	54	45	29	21	18
	16%	**	19%	17%	17%	12%	**	13%	21%	13%	16%	16%	22%	14%	14%	14%
			e		e				ac				bcd			
Don't know	91	**	35	33	71	20	**	16	37	38	42	48	19	30	19	21
	13%	**	13%	12%	12%	18%	**	10%	13%	15%	11%	15%	9%	15%	12%	17%
						cd				a				a		a
TOTAL AGREE	363	**	131	137	297	66	**	96	132	135	201	161	102	103	90	65
	52%	**	49%	50%	51%	58%	**	59%	46%	54%	55%	49%	49%	51%	57%	51%
						bcd		b		b	b				a	
TOTAL DISAGREE	248	**	104	106	220	27	**	51	117	79	124	122	89	67	48	42
	35%	**	39%	38%	37%	24%	**	31%	41%	31%	34%	37%	43%	33%	31%	33%
			e	e	e				ac				bcd			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Agree strongly	126	101	14	**	**	20	56	36	34	73
	18%	18%	21%	**	**	21%	19%	16%	18%	18%
Agree slightly	238	201	19	**	**	32	103	69	63	141
	34%	35%	28%	**	**	33%	35%	32%	33%	34%
Disagree slightly	134	108	10	**	**	19	57	48	36	76
	19%	19%	15%	**	**	19%	19%	22%	19%	18%
Disagree strongly	114	89	14	**	**	16	42	42	35	69
	16%	16%	21%	**	**	16%	14%	19%	18%	17%
								b		
Don't know	91	73	10	**	**	12	37	23	23	53
	13%	13%	15%	**	**	12%	13%	11%	12%	13%
TOTAL AGREE	363	302	34	**	**	53	158	105	97	215
	52%	53%	49%	**	**	54%	54%	48%	51%	52%
TOTAL DISAGREE	248	197	25	**	**	34	98	90	71	146
	35%	34%	36%	**	**	35%	33%	41%	37%	35%
								b		

Columns Tested: a,b,c,d - a,b,c - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Agree strongly	89	38	51	48	41	48	41	10	**	**	**	**	**	89	**
	13%	17%	11%	17%	10%	16%	10%	19%	**	**	**	**	**	13%	**
		b		b		b		b							
Agree slightly	208	65	143	79	129	86	122	17	**	**	**	**	**	208	**
	30%	29%	30%	28%	31%	28%	31%	33%	**	**	**	**	**	30%	**
Disagree slightly	227	72	156	90	137	103	124	15	**	**	**	**	**	227	**
	32%	32%	33%	32%	33%	33%	32%	30%	**	**	**	**	**	32%	**
Disagree strongly	142	36	106	50	92	56	85	7	**	**	**	**	**	142	**
	20%	16%	22%	18%	22%	18%	22%	14%	**	**	**	**	**	20%	**
			a												
Don't know	36	12	24	17	20	15	21	2	**	**	**	**	**	36	**
	5%	6%	5%	6%	5%	5%	5%	4%	**	**	**	**	**	5%	**
TOTAL AGREE	297	103	194	127	170	135	162	27	**	**	**	**	**	297	**
	42%	46%	40%	45%	41%	44%	41%	52%	**	**	**	**	**	42%	**
		b						b							
TOTAL DISAGREE	369	108	261	140	229	159	210	22	**	**	**	**	**	369	**
	53%	48%	55%	49%	55%	52%	53%	44%	**	**	**	**	**	53%	**
			a												

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Agree strongly	89	69	20	17	35	6	15	16	49	15	8	**
	13%	12%	14%	16%	10%	11%	15%	18%	13%	8%	13%	**
				b			b	b	b			
Agree slightly	208	166	42	36	102	19	32	22	106	48	20	**
	30%	30%	29%	33%	29%	33%	32%	25%	27%	27%	34%	**
Disagree slightly	227	177	50	34	121	15	28	33	128	64	18	**
	32%	32%	35%	31%	34%	26%	28%	36%	33%	36%	31%	**
Disagree strongly	142	119	23	17	78	15	19	14	84	45	7	**
	20%	21%	16%	15%	22%	27%	20%	16%	22%	25%	12%	**
		b			a	ae			c	c		
Don't know	36	26	11	6	18	2	5	6	19	6	6	**
	5%	5%	7%	5%	5%	4%	5%	6%	5%	4%	10%	**
											ab	
TOTAL AGREE	297	235	62	54	137	25	47	38	156	63	27	**
	42%	42%	42%	49%	39%	44%	47%	42%	40%	35%	47%	**
				b			b				b	
TOTAL DISAGREE	369	296	73	51	198	31	47	47	212	110	25	**
	53%	53%	50%	46%	56%	53%	47%	52%	55%	61%	43%	**
					ad				c	ac		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Agree strongly	89	**	34	28	74	15	**	29	31	29	49	39	19	27	27	15
	13%	**	13%	10%	13%	13%	**	18%	11%	12%	13%	12%	9%	13%	17%	11%
								bc							ad	
Agree slightly	208	**	81	80	174	33	**	49	87	71	108	99	65	54	47	39
	30%	**	30%	29%	30%	29%	**	30%	31%	28%	29%	30%	31%	27%	30%	30%
Disagree slightly	227	**	90	86	188	39	**	53	92	82	122	105	73	70	45	38
	32%	**	33%	31%	32%	35%	**	33%	32%	33%	33%	32%	35%	35%	28%	30%
Disagree strongly	142	**	49	67	120	20	**	24	60	56	70	71	49	39	28	26
	20%	**	18%	24%	20%	18%	**	15%	21%	22%	19%	21%	23%	19%	18%	20%
				b					a	a						
Don't know	36	**	15	15	31	5	**	8	15	13	19	17	3	12	10	10
	5%	**	6%	5%	5%	4%	**	5%	5%	5%	5%	5%	2%	6%	6%	8%
														a	a	a
TOTAL AGREE	297	**	115	108	248	49	**	78	118	100	157	138	85	81	75	54
	42%	**	43%	39%	42%	43%	**	48%	41%	40%	43%	42%	40%	40%	47%	42%
								c								
TOTAL DISAGREE	369	**	139	153	308	60	**	77	153	138	192	176	121	108	73	65
	53%	**	52%	55%	52%	53%	**	47%	53%	55%	52%	53%	58%	54%	46%	50%
										a			c	c		

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Agree strongly	89	76	7	**	**	16	42	22	33	41
	13%	13%	10%	**	**	16%	14%	10%	17%	10%
						c			b	
Agree slightly	208	166	22	**	**	27	92	62	51	128
	30%	29%	32%	**	**	27%	31%	29%	27%	31%
Disagree slightly	227	187	18	**	**	34	92	75	57	143
	32%	33%	26%	**	**	34%	31%	34%	30%	35%
Disagree strongly	142	115	17	**	**	15	56	52	42	83
	20%	20%	25%	**	**	15%	19%	24%	22%	20%
								a		
Don't know	36	28	4	**	**	8	12	7	8	18
	5%	5%	6%	**	**	8%	4%	3%	4%	4%
						bc				
TOTAL AGREE	297	242	29	**	**	43	134	85	84	169
	42%	42%	43%	**	**	43%	46%	39%	44%	41%
							c			
TOTAL DISAGREE	369	302	35	**	**	48	148	127	99	226
	53%	53%	51%	**	**	49%	50%	58%	52%	55%
								ab		

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Agree strongly	129	49	80	58	71	56	74	11	**	**	**	**	**	129	**
	18%	22%	17%	21%	17%	18%	19%	22%	**	**	**	**	**	18%	**
		b													
Agree slightly	262	86	176	106	156	110	152	16	**	**	**	**	**	262	**
	37%	39%	37%	37%	37%	36%	39%	31%	**	**	**	**	**	37%	**
Disagree slightly	123	42	81	57	66	59	64	12	**	**	**	**	**	123	**
	17%	19%	17%	20%	16%	19%	16%	22%	**	**	**	**	**	17%	**
				b											
Disagree strongly	118	32	86	43	76	55	63	9	**	**	**	**	**	118	**
	17%	14%	18%	15%	18%	18%	16%	18%	**	**	**	**	**	17%	**
Don’t know	70	15	55	20	50	29	41	3	**	**	**	**	**	70	**
	10%	7%	11%	7%	12%	9%	10%	6%	**	**	**	**	**	10%	**
			a		a										
TOTAL AGREE	392	135	257	164	227	166	226	28	**	**	**	**	**	392	**
	56%	60%	54%	58%	54%	54%	57%	54%	**	**	**	**	**	56%	**
		b													
TOTAL DISAGREE	241	74	167	99	142	114	127	21	**	**	**	**	**	241	**
	34%	33%	35%	35%	34%	37%	32%	40%	**	**	**	**	**	34%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Agree strongly	129	101	28	25	52	13	24	19	76	26	12	**
	18%	18%	19%	23%	15%	22%	24%	20%	20%	15%	21%	**
				b		b	b		b			
Agree slightly	262	206	56	45	128	22	37	33	147	65	21	**
	37%	37%	38%	41%	36%	39%	37%	36%	38%	36%	36%	**
Disagree slightly	123	100	23	20	56	10	20	19	69	32	6	**
	17%	18%	16%	18%	16%	17%	20%	21%	18%	18%	11%	**
Disagree strongly	118	99	19	13	70	7	16	14	61	37	9	**
	17%	18%	13%	12%	20%	11%	16%	15%	16%	21%	15%	**
		b			ac							
Don't know	70	50	20	7	47	6	3	7	34	20	11	**
	10%	9%	13%	6%	13%	11%	3%	8%	9%	11%	18%	**
			a	d	ad	d		d			a	
TOTAL AGREE	392	307	84	70	180	35	61	51	223	91	33	**
	56%	55%	58%	64%	51%	61%	61%	56%	58%	51%	56%	**
				b		b	b		b			
TOTAL DISAGREE	241	199	42	33	126	17	36	33	130	68	15	**
	34%	36%	29%	30%	36%	29%	36%	36%	34%	38%	26%	**
		b								c		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Agree strongly	129	**	40	48	98	30	**	31	44	54	76	53	26	45	26	29
	18%	**	15%	17%	17%	27%	**	19%	15%	22%	21%	16%	12%	23%	17%	23%
						bcd				b	b			a		a
Agree slightly	262	**	101	103	221	41	**	70	97	95	140	122	83	69	69	39
	37%	**	38%	37%	38%	36%	**	43%	34%	38%	38%	37%	40%	34%	44%	30%
								b					d		bd	
Disagree slightly	123	**	47	54	110	13	**	29	50	44	56	67	40	35	23	24
	17%	**	17%	19%	19%	11%	**	18%	18%	17%	15%	20%	19%	17%	14%	19%
			e	e	e							a				
Disagree strongly	118	**	53	47	103	14	**	22	63	32	64	54	47	27	23	20
	17%	**	20%	17%	18%	13%	**	14%	22%	13%	17%	16%	23%	13%	15%	16%
			e						ac				bcd			
Don't know	70	**	28	25	55	15	**	11	32	27	33	37	13	24	16	16
	10%	**	10%	9%	9%	13%	**	7%	11%	11%	9%	11%	6%	12%	10%	12%
									a	a				a		a
TOTAL AGREE	392	**	141	151	319	71	**	101	141	149	215	174	109	114	96	68
	56%	**	52%	55%	54%	63%	**	62%	49%	59%	59%	53%	52%	57%	61%	53%
						bcd		b		b	b				a	
TOTAL DISAGREE	241	**	100	100	213	27	**	51	114	76	120	121	87	62	46	44
	34%	**	37%	36%	36%	24%	**	31%	40%	30%	33%	36%	42%	31%	29%	35%
			e	e	e				ac				bc			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Agree strongly	129	105	14	**	**	21	54	37	35	75
	18%	18%	21%	**	**	21%	18%	17%	18%	18%
Agree slightly	262	215	25	**	**	34	111	84	68	159
	37%	38%	36%	**	**	35%	38%	39%	36%	39%
Disagree slightly	123	102	8	**	**	18	50	42	36	68
	17%	18%	12%	**	**	18%	17%	19%	19%	16%
Disagree strongly	118	93	15	**	**	15	49	40	35	70
	17%	16%	22%	**	**	15%	17%	18%	19%	17%
Don't know	70	58	6	**	**	10	29	15	16	41
	10%	10%	9%	**	**	10%	10%	7%	8%	10%
TOTAL AGREE	392	320	39	**	**	55	165	121	102	234
	56%	56%	57%	**	**	56%	56%	55%	54%	57%
TOTAL DISAGREE	241	194	23	**	**	33	99	83	72	138
	34%	34%	34%	**	**	33%	34%	38%	38%	33%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Agree strongly	96	29	67	35	61	39	57	7	**	**	**	**	**	96	**
	14%	13%	14%	12%	15%	13%	15%	13%	**	**	**	**	**	14%	**
Agree slightly	212	65	147	81	131	91	121	14	**	**	**	**	**	212	**
	30%	29%	31%	28%	31%	29%	31%	28%	**	**	**	**	**	30%	**
Disagree slightly	185	59	126	74	111	84	101	14	**	**	**	**	**	185	**
	26%	26%	26%	26%	27%	27%	26%	26%	**	**	**	**	**	26%	**
Disagree strongly	158	48	110	68	90	72	86	13	**	**	**	**	**	158	**
	22%	22%	23%	24%	22%	23%	22%	26%	**	**	**	**	**	22%	**
Don't know	52	22	29	26	25	23	28	3	**	**	**	**	**	52	**
	7%	10%	6%	9%	6%	8%	7%	7%	**	**	**	**	**	7%	**
		b		b											
TOTAL AGREE	308	94	214	116	192	130	178	21	**	**	**	**	**	308	**
	44%	42%	45%	41%	46%	42%	45%	41%	**	**	**	**	**	44%	**
TOTAL DISAGREE	343	107	235	141	201	156	187	27	**	**	**	**	**	343	**
	49%	48%	49%	50%	48%	50%	48%	52%	**	**	**	**	**	49%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Agree strongly	96	82	14	11	47	9	15	15	53	25	7	**
	14%	15%	10%	10%	13%	16%	15%	17%	14%	14%	12%	**
		b										
Agree slightly	212	174	39	32	106	18	33	25	118	59	15	**
	30%	31%	26%	29%	30%	31%	34%	27%	30%	33%	25%	**
Disagree slightly	185	138	47	28	94	13	27	26	98	49	18	**
	26%	25%	32%	25%	26%	22%	27%	29%	25%	27%	31%	**
			a									
Disagree strongly	158	124	34	27	84	14	17	19	90	39	13	**
	22%	22%	23%	24%	24%	24%	17%	21%	23%	22%	22%	**
				d	d							
Don't know	52	39	12	13	22	4	7	6	29	7	6	**
	7%	7%	9%	12%	6%	6%	7%	7%	8%	4%	10%	**
				b					b		b	
TOTAL AGREE	308	256	52	42	153	28	48	40	171	84	21	**
	44%	46%	36%	39%	43%	47%	48%	44%	44%	47%	37%	**
		b					a					
TOTAL DISAGREE	343	262	81	55	178	27	44	45	187	87	31	**
	49%	47%	55%	50%	50%	46%	44%	49%	48%	49%	53%	**
			a									

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Agree strongly	96	**	38	38	85	12	**	26	39	31	49	47	30	26	26	14
	14%	**	14%	14%	14%	10%	**	16%	14%	12%	13%	14%	14%	13%	16%	11%
Agree slightly	212	**	92	78	186	26	**	58	90	64	110	101	64	60	49	38
	30%	**	34%	28%	32%	23%	**	35%	31%	25%	30%	31%	30%	30%	31%	29%
			ce		e			c	c							
Disagree slightly	185	**	67	76	154	30	**	47	69	68	99	85	54	52	43	34
	26%	**	25%	28%	26%	26%	**	29%	24%	27%	27%	26%	26%	26%	27%	27%
Disagree strongly	158	**	54	67	124	34	**	23	68	66	86	72	53	46	25	32
	22%	**	20%	24%	21%	30%	**	14%	24%	26%	23%	22%	26%	23%	16%	25%
						bd			a	a			c	c		c
Don't know	52	**	20	17	39	12	**	9	20	22	25	26	9	16	15	10
	7%	**	7%	6%	7%	11%	**	6%	7%	9%	7%	8%	4%	8%	10%	8%
						cd								a	a	a
TOTAL AGREE	308	**	130	115	270	37	**	84	129	95	159	148	93	87	75	52
	44%	**	48%	42%	46%	33%	**	51%	45%	38%	43%	45%	45%	43%	47%	41%
			ce	e	e			c	c							
TOTAL DISAGREE	343	**	120	143	278	64	**	70	137	134	184	158	107	98	68	66
	49%	**	45%	52%	47%	56%	**	43%	48%	53%	50%	47%	51%	49%	43%	51%
				b		bd				a			c			c

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Agree strongly	96	74	13	**	**	10	44	30	30	53
	14%	13%	18%	**	**	10%	15%	14%	16%	13%
Agree slightly	212	179	17	**	**	32	92	60	56	124
	30%	31%	25%	**	**	32%	31%	28%	30%	30%
Disagree slightly	185	151	17	**	**	28	72	60	44	110
	26%	26%	25%	**	**	28%	25%	28%	23%	27%
Disagree strongly	158	127	17	**	**	19	67	55	46	101
	22%	22%	24%	**	**	20%	23%	25%	24%	25%
Don't know	52	41	5	**	**	9	19	12	14	24
	7%	7%	7%	**	**	9%	6%	6%	7%	6%
TOTAL AGREE	308	254	30	**	**	42	135	90	87	177
	44%	44%	44%	**	**	42%	46%	41%	45%	43%
TOTAL DISAGREE	343	277	34	**	**	47	139	115	90	212
	49%	48%	49%	**	**	48%	47%	53%	47%	51%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1338	442	896	562	776	604	734	118	70	-	-	-	-	1338	-
Effective Weighted Sample	1122	323	806	422	704	511	612	92	61	-	-	-	-	1122	-
Total	702	224	478	284	419	309	393	51	33	-	-	-	-	702	-
Very confident	137	51	86	63	74	57	80	14	**	**	**	**	**	137	**
	20%	23%	18%	22%	18%	18%	20%	27%	**	**	**	**	**	20%	**
		b		b				a							
Fairly confident	318	99	219	126	192	146	172	24	**	**	**	**	**	318	**
	45%	44%	46%	44%	46%	47%	44%	47%	**	**	**	**	**	45%	**
Not very confident	152	48	104	63	89	68	85	9	**	**	**	**	**	152	**
	22%	22%	22%	22%	21%	22%	21%	18%	**	**	**	**	**	22%	**
Not at all confident	68	16	52	20	47	28	39	3	**	**	**	**	**	68	**
	10%	7%	11%	7%	11%	9%	10%	6%	**	**	**	**	**	10%	**
			a		a										
Don't know	28	10	18	12	16	10	17	1	**	**	**	**	**	28	**
	4%	4%	4%	4%	4%	3%	4%	2%	**	**	**	**	**	4%	**
TOTAL CONFIDENT	455	150	305	189	266	203	252	38	**	**	**	**	**	455	**
	65%	67%	64%	67%	64%	66%	64%	74%	**	**	**	**	**	65%	**
								b							
TOTAL NOT CONFIDENT	220	64	156	83	137	96	124	13	**	**	**	**	**	220	**
	31%	29%	33%	29%	33%	31%	32%	24%	**	**	**	**	**	31%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1338	1069	269	243	563	142	270	142	725	341	115	78
Effective Weighted Sample	1122	907	217	234	540	136	224	90	607	299	97	56
Total	702	557	146	110	353	58	100	91	387	179	58	40
Very confident	137	110	27	28	64	12	17	20	72	27	15	**
	20%	20%	19%	25%	18%	20%	17%	22%	18%	15%	26%	**
				bd							ab	
Fairly confident	318	260	58	49	154	29	50	42	180	79	25	**
	45%	47%	40%	44%	44%	50%	50%	46%	46%	44%	42%	**
		b										
Not very confident	152	113	39	17	79	11	23	23	86	43	8	**
	22%	20%	27%	16%	22%	19%	23%	25%	22%	24%	14%	**
			a		a		a	a	c	c		
Not at all confident	68	54	13	7	41	6	9	6	33	25	6	**
	10%	10%	9%	7%	11%	9%	9%	6%	9%	14%	11%	**
					a					a		
Don't know	28	20	8	9	16	1	1	1	16	5	4	**
	4%	4%	5%	8%	4%	2%	1%	1%	4%	3%	7%	**
				cde	de						b	
TOTAL CONFIDENT	455	369	85	77	218	40	66	62	252	106	40	**
	65%	66%	59%	70%	62%	70%	67%	68%	65%	59%	69%	**
		b		b								
TOTAL NOT CONFIDENT	220	167	53	25	120	16	32	29	120	69	14	**
	31%	30%	36%	22%	34%	28%	32%	32%	31%	38%	25%	**
					a		a	a		ac		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1338	93	520	492	1105	230	54	333	528	474	684	647	400	367	296	263
Effective Weighted Sample	1122	68	435	425	927	193	36	256	472	392	551	570	360	308	229	219
Total	702	42	270	276	588	113	29	163	286	252	367	332	209	201	158	128
Very confident	137	**	51	58	118	18	**	32	58	46	74	61	36	41	33	25
	20%	**	19%	21%	20%	16%	**	20%	20%	18%	20%	18%	17%	20%	21%	19%
Fairly confident	318	**	131	116	267	51	**	82	130	106	168	149	100	96	71	48
	45%	**	48%	42%	45%	45%	**	50%	46%	42%	46%	45%	48%	48%	45%	37%
			c					c					d	d		
Not very confident	152	**	54	62	124	28	**	31	58	62	73	79	42	35	38	37
	22%	**	20%	22%	21%	24%	**	19%	20%	25%	20%	24%	20%	17%	24%	29%
															b	ab
Not at all confident	68	**	26	29	57	10	**	12	32	23	37	31	22	19	13	14
	10%	**	10%	10%	10%	9%	**	8%	11%	9%	10%	9%	11%	10%	8%	11%
Don't know	28	**	9	12	21	6	**	5	8	14	15	12	8	10	3	6
	4%	**	3%	4%	4%	5%	**	3%	3%	6%	4%	4%	4%	5%	2%	4%
										b				c		
TOTAL CONFIDENT	455	**	182	174	385	69	**	114	188	152	242	210	136	137	104	72
	65%	**	67%	63%	66%	61%	**	70%	66%	60%	66%	63%	65%	68%	66%	56%
								c					d	d	d	
TOTAL NOT CONFIDENT	220	**	79	91	181	38	**	44	90	85	110	110	64	54	50	50
	31%	**	29%	33%	31%	34%	**	27%	31%	34%	30%	33%	31%	27%	32%	39%
										a						ab

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	924	96	77	28	167	459	334	324	651
Total	702	572	69	44	18	98	294	218	190	413
Very confident	137	115	12	**	**	22	58	42	40	82
	20%	20%	17%	**	**	22%	20%	19%	21%	20%
Fairly confident	318	262	30	**	**	44	134	99	75	196
	45%	46%	44%	**	**	45%	46%	45%	39%	47%
										a
Not very confident	152	118	17	**	**	23	64	46	48	80
	22%	21%	25%	**	**	23%	22%	21%	25%	19%
									b	
Not at all confident	68	53	8	**	**	5	27	24	19	40
	10%	9%	12%	**	**	5%	9%	11%	10%	10%
								a		
Don't know	28	24	1	**	**	4	10	7	8	16
	4%	4%	2%	**	**	5%	3%	3%	4%	4%
TOTAL CONFIDENT	455	376	42	**	**	66	192	141	115	278
	65%	66%	61%	**	**	67%	66%	65%	60%	67%
										a
TOTAL NOT CONFIDENT	220	171	25	**	**	28	91	70	68	119
	31%	30%	37%	**	**	28%	31%	32%	35%	29%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : All responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2044	442	896	562	776	604	734	118	70	231	475	39	33	1338	706
Effective Weighted Sample	1624	323	806	422	704	511	612	92	61	183	325	29	25	1122	502
Total	1014	224	478	284	419	309	393	51	33	95	217	15	14	702	312
Yes - in the last 6 months	27	8	14	8	13	21	-	21	**	6	-	**	**	21	6
	3%	3%	3%	3%	3%	7%	-%	41%	**	6%	-%	**	**	3%	2%
						b		ab		b					
Yes - 7 to 12 months ago	40	13	17	17	13	30	-	30	**	10	-	**	**	30	10
	4%	6%	4%	6%	3%	10%	-%	59%	**	10%	-%	**	**	4%	3%
				b		b		ab		b					
Yes – 13 to 18 months ago	52	16	24	20	20	40	-	-	**	12	-	**	**	40	12
	5%	7%	5%	7%	5%	13%	-%	-%	**	13%	-%	**	**	6%	4%
						bc				b					
Yes – 1.5 to 2 years ago	37	7	19	9	16	25	-	-	**	12	-	**	**	25	12
	4%	3%	4%	3%	4%	8%	-%	-%	**	13%	-%	**	**	4%	4%
						bc				b					
Yes – 2 to 3 years ago	62	12	38	15	35	50	-	-	**	11	-	**	**	50	11
	6%	6%	8%	5%	8%	16%	-%	-%	**	12%	-%	**	**	7%	4%
					a	bc				b				b	
Yes – More than 3 years ago	186	29	112	41	101	142	-	-	**	44	-	**	**	142	44
	18%	13%	23%	14%	24%	46%	-%	-%	**	47%	-%	**	**	20%	14%
			a		a	bc				b				b	
No – never changed provider	610	139	254	174	220	-	393	-	**	-	217	**	**	393	217
	60%	62%	53%	61%	52%	-%	100%	-%	**	-%	100%	**	**	56%	69%
		b		b			ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : All responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2044	1536	508	642	563	142	387	332	725	341	115	78
Effective Weighted Sample	1624	1294	356	618	540	136	334	204	607	299	97	56
Total	1014	743	271	265	353	58	142	206	387	179	58	40
Yes - in the last 6 months	27	24	4	4	9	2	7	6	8	5	4	**
	3%	3%	1%	2%	2%	3%	5%	3%	2%	3%	7%	**
		b					a				a	
Yes - 7 to 12 months ago	40	35	4	9	13	1	7	10	16	6	3	**
	4%	5%	2%	4%	4%	2%	5%	5%	4%	3%	5%	**
		b										
Yes – 13 to 18 months ago	52	40	12	9	18	1	10	14	20	6	5	**
	5%	5%	4%	3%	5%	2%	7%	7%	5%	4%	9%	**
							ac	ac			b	
Yes – 1.5 to 2 years ago	37	31	7	10	14	2	7	5	10	7	3	**
	4%	4%	3%	4%	4%	4%	5%	3%	3%	4%	4%	**
Yes – 2 to 3 years ago	62	54	8	14	28	4	8	7	23	12	6	**
	6%	7%	3%	5%	8%	8%	6%	3%	6%	7%	10%	**
		b			ae	e						
Yes – More than 3 years ago	186	135	51	41	87	15	26	21	70	44	11	**
	18%	18%	19%	15%	24%	25%	18%	10%	18%	25%	18%	**
				e	ade	ae	e			a		
No – never changed provider	610	424	186	178	185	32	78	143	240	98	27	**
	60%	57%	69%	67%	52%	56%	55%	69%	62%	55%	47%	**
			a	bcd				bcd	bc			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : All responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2044	130	737	751	1618	422	117	476	761	803	1060	973	617	583	409	417
Effective Weighted Sample	1624	97	604	633	1332	294	68	367	656	604	828	789	548	473	311	295
Total	1014	56	356	395	807	206	66	218	389	406	536	473	301	288	207	207
Yes - in the last 6 months	27	3	9	11	23	4	1	8	7	12	13	14	7	7	6	6
	3%	6%	2%	3%	3%	2%	2%	4%	2%	3%	2%	3%	2%	3%	3%	3%
		e														
Yes - 7 to 12 months ago	40	7	21	8	36	3	1	18	17	4	25	15	13	10	9	7
	4%	13%	6%	2%	4%	2%	1%	8%	4%	1%	5%	3%	4%	4%	4%	3%
		bcdef	cef		ce			bc	c							
Yes – 13 to 18 months ago	52	6	26	15	48	5	*	20	23	9	35	17	15	19	10	8
	5%	11%	7%	4%	6%	2%	1%	9%	6%	2%	7%	4%	5%	7%	5%	4%
		cdef	cef		cef			bc	c		b					
Yes – 1.5 to 2 years ago	37	1	20	10	32	6	1	12	14	12	21	16	12	7	12	6
	4%	2%	6%	3%	4%	3%	1%	5%	4%	3%	4%	3%	4%	3%	6%	3%
			cdef					c							bd	
Yes – 2 to 3 years ago	62	4	26	24	54	8	2	15	29	18	34	28	21	16	12	13
	6%	8%	7%	6%	7%	4%	3%	7%	7%	4%	6%	6%	7%	5%	6%	6%
			e		e				c							
Yes – More than 3 years ago	186	3	54	82	139	47	15	25	74	87	93	92	58	51	40	36
	18%	6%	15%	21%	17%	23%	22%	11%	19%	21%	17%	20%	19%	18%	19%	18%
			a	abd	a	abd	a		a	a						
No – never changed provider	610	30	201	245	476	134	47	120	225	264	316	291	176	177	117	131
	60%	54%	56%	62%	59%	65%	71%	55%	58%	65%	59%	61%	58%	62%	57%	63%
				b		abd	abd			ab						c

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : All responsible for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	1335	140	105	47	216	673	514	451	969
Total	1014	842	89	57	26	151	412	306	286	583
Yes - in the last 6 months	27	21	3	1	**	8	12	5	12	13
	3%	3%	4%	2%	**	5%	3%	2%	4%	2%
						c			b	
Yes - 7 to 12 months ago	40	35	2	3	**	6	19	10	13	19
	4%	4%	3%	4%	**	4%	5%	3%	4%	3%
Yes – 13 to 18 months ago	52	46	4	2	**	7	22	13	16	28
	5%	5%	4%	4%	**	5%	5%	4%	5%	5%
Yes – 1.5 to 2 years ago	37	29	4	3	**	4	17	11	14	18
	4%	3%	5%	5%	**	3%	4%	4%	5%	3%
Yes – 2 to 3 years ago	62	49	9	3	**	8	19	23	13	37
	6%	6%	10%	6%	**	6%	5%	7%	4%	6%
			a					b		
Yes – More than 3 years ago	186	154	15	13	**	26	77	65	49	117
	18%	18%	17%	23%	**	17%	19%	21%	17%	20%
No – never changed provider	610	508	51	31	**	92	246	179	171	352
	60%	60%	57%	55%	**	61%	60%	59%	60%	60%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : All responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		~a	~b	~a	~b	a	~b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	157	49	69	60	58	118	-	118	70	39	-	39	33	118	39
Effective Weighted Sample	121	36	56	45	47	92	-	92	61	29	-	29	25	92	29
Total	67	20	31	25	26	51	-	51	33	15	-	15	14	51	15
Sky	12	**	**	**	**	7	**	7	**	**	**	**	**	7	**
	18%	**	**	**	**	14%	**	14%	**	**	**	**	**	14%	**
BT	11	**	**	**	**	10	**	10	**	**	**	**	**	10	**
	17%	**	**	**	**	19%	**	19%	**	**	**	**	**	19%	**
Virgin Media	9	**	**	**	**	8	**	8	**	**	**	**	**	8	**
	14%	**	**	**	**	15%	**	15%	**	**	**	**	**	15%	**
NOW TV/ NOW Broadband	8	**	**	**	**	7	**	7	**	**	**	**	**	7	**
	12%	**	**	**	**	14%	**	14%	**	**	**	**	**	14%	**
Freeview	7	**	**	**	**	6	**	6	**	**	**	**	**	6	**
	11%	**	**	**	**	11%	**	11%	**	**	**	**	**	11%	**
TalkTalk	7	**	**	**	**	6	**	6	**	**	**	**	**	6	**
	10%	**	**	**	**	11%	**	11%	**	**	**	**	**	11%	**
Freesat	5	**	**	**	**	3	**	3	**	**	**	**	**	3	**
	7%	**	**	**	**	5%	**	5%	**	**	**	**	**	5%	**
EE	4	**	**	**	**	4	**	4	**	**	**	**	**	4	**
	6%	**	**	**	**	7%	**	7%	**	**	**	**	**	7%	**
Plusnet	*	**	**	**	**	*	**	*	**	**	**	**	**	*	**
	*%	**	**	**	**	*%	**	*%	**	**	**	**	**	*%	**
Other supplier	3	**	**	**	**	2	**	2	**	**	**	**	**	2	**
	4%	**	**	**	**	4%	**	4%	**	**	**	**	**	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : All responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	157	138	19	36	40	10	41	32	51	24	16	14
Effective Weighted Sample	121	105	17	32	35	9	34	22	43	17	12	12
Total	67	59	8	14	22	3	13	16	24	11	7	6
Sky	12	12	**	**	**	**	**	**	**	**	**	**
	18%	20%	**	**	**	**	**	**	**	**	**	**
BT	11	9	**	**	**	**	**	**	**	**	**	**
	17%	16%	**	**	**	**	**	**	**	**	**	**
Virgin Media	9	8	**	**	**	**	**	**	**	**	**	**
	14%	14%	**	**	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	8	8	**	**	**	**	**	**	**	**	**	**
	12%	13%	**	**	**	**	**	**	**	**	**	**
Freeview	7	5	**	**	**	**	**	**	**	**	**	**
	11%	9%	**	**	**	**	**	**	**	**	**	**
TalkTalk	7	6	**	**	**	**	**	**	**	**	**	**
	10%	10%	**	**	**	**	**	**	**	**	**	**
Freesat	5	5	**	**	**	**	**	**	**	**	**	**
	7%	8%	**	**	**	**	**	**	**	**	**	**
EE	4	4	**	**	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**	**	**
Plusnet	*	*	**	**	**	**	**	**	**	**	**	**
	*%	*%	**	**	**	**	**	**	**	**	**	**
Other supplier	3	2	**	**	**	**	**	**	**	**	**	**
	4%	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : All responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	157	27	69	42	138	18	5	65	55	36	86	70	48	45	36	27
Effective Weighted Sample	121	17	52	36	104	17	5	45	44	32	68	52	38	36	29	19
Total	67	10	30	19	59	8	2	26	24	16	38	28	21	18	15	13
Sky	12	**	**	**	11	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	18%	**	**	**	**	**	**	**	**	**	**	**
BT	11	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	15%	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	9	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	8	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	14%	**	**	**	**	**	**	**	**	**	**	**
Freeview	7	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	12%	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	7	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	10%	**	**	**	**	**	**	**	**	**	**	**
Freesat	5	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**
EE	4	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	6%	**	**	**	**	**	**	**	**	**	**	**
Plusnet	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	*%	**	**	**	**	**	**	**	**	**	**	**
Other supplier	3	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : All responsible for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	157	131	13	9	4	32	73	35	57	74
Effective Weighted Sample	121	100	10	8	3	27	58	26	41	59
Total	67	56	6	4	1	13	30	14	24	31
Sky	12	8	**	**	**	**	**	**	**	**
	18%	14%	**	**	**	**	**	**	**	**
BT	11	9	**	**	**	**	**	**	**	**
	17%	16%	**	**	**	**	**	**	**	**
Virgin Media	9	8	**	**	**	**	**	**	**	**
	14%	15%	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	8	8	**	**	**	**	**	**	**	**
	12%	14%	**	**	**	**	**	**	**	**
Freeview	7	6	**	**	**	**	**	**	**	**
	11%	10%	**	**	**	**	**	**	**	**
TalkTalk	7	6	**	**	**	**	**	**	**	**
	10%	11%	**	**	**	**	**	**	**	**
Freesat	5	5	**	**	**	**	**	**	**	**
	7%	9%	**	**	**	**	**	**	**	**
EE	4	4	**	**	**	**	**	**	**	**
	6%	7%	**	**	**	**	**	**	**	**
Plusnet	*	*	**	**	**	**	**	**	**	**
	*%	*%	**	**	**	**	**	**	**	**
Other supplier	3	2	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2044	442	896	562	776	604	734	118	70	231	475	39	33	1338	706
Effective Weighted Sample	1624	323	806	422	704	511	612	92	61	183	325	29	25	1122	502
Total	1014	224	478	284	419	309	393	51	33	95	217	15	14	702	312
IN THE LAST 12 MONTHS	67	20	31	25	26	51	-	51	**	15	-	**	**	51	15
	7%	9%	6%	9%	6%	17%	-%	100%	**	16%	-%	**	**	7%	5%
						b		ab		b				b	
13 MONTHS - 2 YEARS AGO	90	22	43	29	36	65	-	-	**	24	-	**	**	65	24
	9%	10%	9%	10%	9%	21%	-%	-%	**	25%	-%	**	**	9%	8%
						bc				b					
OVER 2 YEARS AGO	248	42	150	56	136	192	-	-	**	56	-	**	**	192	56
	24%	19%	31%	20%	33%	62%	-%	-%	**	58%	-%	**	**	27%	18%
			a		a	bc				b				b	
NET: IN THE LAST 2 YEARS	156	43	74	54	63	117	-	51	**	40	-	**	**	117	40
	15%	19%	15%	19%	15%	38%	-%	100%	**	42%	-%	**	**	17%	13%
				b		b		ab		b				b	
NEVER	610	139	254	174	220	-	393	-	**	-	217	**	**	393	217
	60%	62%	53%	61%	52%	-%	100%	-%	**	-%	100%	**	**	56%	69%
		b		b			ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2044	1536	508	642	563	142	387	332	725	341	115	78
Effective Weighted Sample	1624	1294	356	618	540	136	334	204	607	299	97	56
Total	1014	743	271	265	353	58	142	206	387	179	58	40
IN THE LAST 12 MONTHS	67	59	8	14	22	3	13	16	24	11	7	**
	7%	8%	3%	5%	6%	6%	9%	8%	6%	6%	12%	**
		b					a				ab	
13 MONTHS - 2 YEARS AGO	90	71	19	19	32	3	17	19	30	13	8	**
	9%	10%	7%	7%	9%	6%	12%	9%	8%	7%	14%	**
							ac				ab	
OVER 2 YEARS AGO	248	189	59	55	115	19	34	27	94	56	16	**
	24%	25%	22%	21%	33%	33%	24%	13%	24%	31%	28%	**
				e	ade	ade	e			a		
NET: IN THE LAST 2 YEARS	156	130	26	32	54	7	30	35	53	24	15	**
	15%	17%	10%	12%	15%	11%	21%	17%	14%	13%	26%	**
		b					abc	a			ab	
NEVER	610	424	186	178	185	32	78	143	240	98	27	**
	60%	57%	69%	67%	52%	56%	55%	69%	62%	55%	47%	**
			a	bcd				bcd	bc			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2044	130	737	751	1618	422	117	476	761	803	1060	973	617	583	409	417
Effective Weighted Sample	1624	97	604	633	1332	294	68	367	656	604	828	789	548	473	311	295
Total	1014	56	356	395	807	206	66	218	389	406	536	473	301	288	207	207
IN THE LAST 12 MONTHS	67	10	30	19	59	8	2	26	24	16	38	28	21	18	15	13
	7%	18%	8%	5%	7%	4%	3%	12%	6%	4%	7%	6%	7%	6%	7%	6%
		bcdef	ce		ce			bc	c							
13 MONTHS - 2 YEARS AGO	90	8	47	25	79	10	1	32	37	21	56	33	26	27	22	14
	9%	13%	13%	6%	10%	5%	1%	15%	9%	5%	10%	7%	9%	9%	11%	7%
		cef	cdef	f	cef			bc	c		b					
OVER 2 YEARS AGO	248	8	79	106	193	54	17	39	103	105	127	120	79	66	52	49
	24%	14%	22%	27%	24%	26%	25%	18%	26%	26%	24%	25%	26%	23%	25%	24%
			a	ab	a	a	a		a	a						
NET: IN THE LAST 2 YEARS	156	18	76	44	138	18	3	58	61	37	94	62	47	44	37	27
	15%	32%	21%	11%	17%	9%	5%	27%	16%	9%	17%	13%	16%	15%	18%	13%
		bcdef	cdef	f	cef			bc	c		b				d	
NEVER	610	30	201	245	476	134	47	120	225	264	316	291	176	177	117	131
	60%	54%	56%	62%	59%	65%	71%	55%	58%	65%	59%	61%	58%	62%	57%	63%
				b		abd	abd			ab						c

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	1335	140	105	47	216	673	514	451	969
Total	1014	842	89	57	26	151	412	306	286	583
IN THE LAST 12 MONTHS	67	56	6	4	**	13	30	14	24	31
	7%	7%	6%	7%	**	9%	7%	5%	9%	5%
						c	c		b	
13 MONTHS - 2 YEARS AGO	90	75	8	5	**	11	39	24	29	47
	9%	9%	9%	9%	**	8%	9%	8%	10%	8%
OVER 2 YEARS AGO	248	203	25	16	**	34	96	88	61	154
	24%	24%	28%	29%	**	23%	23%	29%	21%	26%
								b		a
NET: IN THE LAST 2 YEARS	156	131	14	9	**	25	69	38	54	78
	15%	16%	15%	16%	**	16%	17%	13%	19%	13%
							c		b	
NEVER	610	508	51	31	**	92	246	179	171	352
	60%	60%	57%	55%	**	61%	60%	59%	60%	60%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	~b	c	~d	a	~b	~c	~d	a	b
Unweighted total	835	177	427	232	372	604	-	118	70	231	-	39	33	604	231
Effective Weighted Sample	691	132	380	176	336	511	-	92	61	183	-	29	25	511	183
Total	404	84	225	110	199	309	-	51	33	95	-	15	14	309	95
Yes	101	29	54	36	47	83	**	18	**	18	**	**	**	83	18
	25%	35%	24%	33%	24%	27%	**	36%	**	19%	**	**	**	27%	19%
		b		b				a						b	
No	303	55	171	74	152	226	**	33	**	77	**	**	**	226	77
	75%	65%	76%	67%	76%	73%	**	64%	**	81%	**	**	**	73%	81%
			a		a	c									a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	835	667	168	211	273	67	176	117	277	154	64	51
Effective Weighted Sample	691	554	138	202	261	62	143	75	232	133	54	45
Total	404	319	85	87	169	26	64	63	147	80	31	23
Yes	101	86	15	17	36	**	24	23	44	18	**	**
	25%	27%	17%	19%	21%	**	37%	37%	30%	22%	**	**
		b					ab	ab				
No	303	233	70	70	132	**	40	39	104	63	**	**
	75%	73%	83%	81%	79%	**	63%	63%	70%	78%	**	**
			a	de	de							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	835	58	332	289	679	154	39	214	330	289	447	385	263	223	184	161
Effective Weighted Sample	691	40	264	255	559	131	29	153	284	254	365	325	232	173	157	128
Total	404	25	156	150	331	72	20	97	163	142	221	182	126	111	90	76
Yes	101	**	49	29	93	8	**	40	38	22	54	47	36	23	19	22
	25%	**	32%	19%	28%	11%	**	41%	23%	16%	24%	26%	28%	21%	21%	30%
			ce	e	ce			bc	c							
No	303	**	107	121	238	64	**	57	125	120	167	135	90	87	71	53
	75%	**	68%	81%	72%	89%	**	59%	77%	84%	76%	74%	72%	79%	79%	70%
				bd		bcd			a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	c	a	b
Unweighted total	835	691	74	54	16	121	352	250	252	467
Effective Weighted Sample	691	563	66	48	14	98	302	203	195	399
Total	404	334	38	25	7	59	166	126	115	231
Yes	101	84	**	**	**	17	44	31	30	56
	25%	25%	**	**	**	29%	26%	25%	26%	24%
No	303	249	**	**	**	42	122	95	85	176
	75%	75%	**	**	**	71%	74%	75%	74%	76%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV serice?

Base : All responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2044	442	896	562	776	604	734	118	70	231	475	39	33	1338	706
Effective Weighted Sample	1624	323	806	422	704	511	612	92	61	183	325	29	25	1122	502
Total	1014	224	478	284	419	309	393	51	33	95	217	15	14	702	312
Up to 12 months	85	26	38	31	33	51	12	51	**	15	6	**	**	63	21
	8%	11%	8%	11%	8%	17%	3%	100%	**	16%	3%	**	**	9%	7%
		b				b		ab		b					
More than a year, up to 2 years	116	32	52	39	44	65	18	-	**	24	9	**	**	83	33
	11%	14%	11%	14%	11%	21%	5%	-%	**	25%	4%	**	**	12%	11%
						bc	c			b					
More than 2 years, up to 3 years	83	17	50	20	46	50	16	-	**	11	6	**	**	66	17
	8%	7%	10%	7%	11%	16%	4%	-%	**	12%	3%	**	**	9%	6%
					a	bc	c			b				b	
More than 3 years, up to 5 years	101	20	54	24	50	42	32	-	**	14	12	**	**	74	27
	10%	9%	11%	9%	12%	14%	8%	-%	**	15%	6%	**	**	11%	9%
						bc	c			b					
More than 5 years, up to 10 years	179	24	92	36	80	49	68	-	**	14	48	**	**	116	62
	18%	11%	19%	13%	19%	16%	17%	-%	**	15%	22%	**	**	17%	20%
			a		a	c	c				a				
More than 10 years	387	93	180	118	156	45	228	-	**	12	101	**	**	273	114
	38%	42%	38%	41%	37%	15%	58%	-%	**	13%	47%	**	**	39%	36%
						c	ac				a				
Don’t know/ can’t remember	64	13	13	15	10	6	20	-	**	3	35	**	**	26	38
	6%	6%	3%	5%	2%	2%	5%	-%	**	4%	16%	**	**	4%	12%
		b		b			ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV serice?

Base : All responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2044	1536	508	642	563	142	387	332	725	341	115	78
Effective Weighted Sample	1624	1294	356	618	540	136	334	204	607	299	97	56
Total	1014	743	271	265	353	58	142	206	387	179	58	40
Up to 12 months	85	73	11	16	27	4	15	24	29	13	9	**
	8%	10%	4%	6%	8%	6%	11%	12%	8%	7%	16%	**
		b					a	ab			ab	
More than a year, up to 2 years	116	92	24	26	38	4	20	29	35	17	13	**
	11%	12%	9%	10%	11%	7%	14%	14%	9%	9%	22%	**
		b					ac	ac			ab	
More than 2 years, up to 3 years	83	72	11	18	37	5	12	11	30	16	7	**
	8%	10%	4%	7%	10%	8%	9%	6%	8%	9%	12%	**
		b			ae							
More than 3 years, up to 5 years	101	81	20	23	39	8	14	17	35	18	11	**
	10%	11%	7%	9%	11%	14%	10%	8%	9%	10%	18%	**
		b									ab	
More than 5 years, up to 10 years	179	133	46	41	70	11	23	35	66	37	6	**
	18%	18%	17%	15%	20%	19%	16%	17%	17%	21%	10%	**
					a				c	c		
More than 10 years	387	243	143	120	133	26	48	67	185	72	10	**
	38%	33%	53%	45%	38%	45%	34%	33%	48%	40%	16%	**
			a	bde		de			bc	c		
Don't know/ can't remember	64	48	16	22	10	-	10	22	7	6	4	**
	6%	7%	6%	8%	3%	-%	7%	11%	2%	4%	7%	**
				bc	c		bc	bc			a	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV serice?

Base : All responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2044	130	737	751	1618	422	117	476	761	803	1060	973	617	583	409	417
Effective Weighted Sample	1624	97	604	633	1332	294	68	367	656	604	828	789	548	473	311	295
Total	1014	56	356	395	807	206	66	218	389	406	536	473	301	288	207	207
Up to 12 months	85	13	37	26	76	8	2	35	28	21	44	40	25	25	19	16
	8%	23%	10%	7%	9%	4%	4%	16%	7%	5%	8%	9%	8%	9%	9%	8%
		bcdef	cef		cef			bc								
More than a year, up to 2 years	116	11	65	29	105	11	1	47	46	23	70	45	32	36	25	20
	11%	19%	18%	7%	13%	6%	2%	22%	12%	6%	13%	10%	11%	12%	12%	10%
		cef	cdef	f	cef			bc	c		b					
More than 2 years, up to 3 years	83	7	35	32	74	9	2	23	39	21	47	37	25	24	17	17
	8%	12%	10%	8%	9%	4%	3%	11%	10%	5%	9%	8%	8%	8%	8%	8%
		ef	ef	e	ef			c	c							
More than 3 years, up to 5 years	101	5	45	33	82	19	10	29	37	34	51	50	31	24	25	20
	10%	9%	13%	8%	10%	9%	14%	14%	10%	8%	9%	11%	10%	8%	12%	10%
			c				c	bc								
More than 5 years, up to 10 years	179	4	68	70	142	36	15	34	70	74	84	95	56	48	36	36
	18%	7%	19%	18%	18%	18%	22%	16%	18%	18%	16%	20%	18%	17%	18%	17%
			a	a	a	a	a					a				
More than 10 years	387	9	83	184	276	110	31	30	145	211	212	172	115	110	74	82
	38%	16%	23%	47%	34%	53%	47%	14%	37%	52%	40%	36%	38%	38%	36%	39%
				abd	ab	abcd	abd		a	ab						
Don't know/ can't remember	64	8	23	21	52	12	5	19	23	22	29	34	17	21	10	16
	6%	14%	7%	5%	6%	6%	8%	9%	6%	5%	5%	7%	6%	7%	5%	8%
		bcde						c								

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV serice?

Base : All responsible for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	c	a	b
Unweighted total	2044	1699	174	118	53	289	839	616	590	1170
Effective Weighted Sample	1624	1335	140	105	47	216	673	514	451	969
Total	1014	842	89	57	26	151	412	306	286	583
Up to 12 months	85	70	7	5	**	14	38	19	28	42
	8%	8%	8%	9%	**	9%	9%	6%	10%	7%
							c			
More than a year, up to 2 years	116	99	9	5	**	16	49	30	35	63
	11%	12%	10%	9%	**	11%	12%	10%	12%	11%
More than 2 years, up to 3 years	83	67	11	4	**	12	28	31	19	49
	8%	8%	12%	7%	**	8%	7%	10%	7%	8%
			a					b		
More than 3 years, up to 5 years	101	87	5	7	**	15	39	32	34	53
	10%	10%	5%	12%	**	10%	10%	11%	12%	9%
		b		b						
More than 5 years, up to 10 years	179	150	15	10	**	26	81	54	46	109
	18%	18%	17%	18%	**	18%	20%	18%	16%	19%
More than 10 years	387	317	36	23	**	59	150	125	105	242
	38%	38%	40%	41%	**	39%	36%	41%	37%	41%
Don't know/ can't remember	64	52	7	2	**	8	26	15	19	26
	6%	6%	7%	4%	**	6%	6%	5%	7%	4%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your TV service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 95%		a	b	a	b	a	~b	c	~d	a	~b	~c	~d	a	b
Unweighted total	835	177	427	232	372	604	-	118	70	231	-	39	33	604	231
Effective Weighted Sample	691	132	380	176	336	511	-	92	61	183	-	29	25	511	183
Total	404	84	225	110	199	309	-	51	33	95	-	15	14	309	95
Once	174	31	103	38	96	134	**	22	**	40	**	**	**	134	40
	43%	36%	46%	35%	48%	43%	**	44%	**	42%	**	**	**	43%	42%
			a		a										
Twice	109	27	58	38	48	86	**	16	**	23	**	**	**	86	23
	27%	33%	26%	35%	24%	28%	**	30%	**	25%	**	**	**	28%	25%
				b											
Three times	48	9	30	12	27	39	**	6	**	9	**	**	**	39	9
	12%	11%	13%	11%	14%	13%	**	12%	**	10%	**	**	**	13%	10%
Four times or more	25	5	13	7	12	18	**	6	**	7	**	**	**	18	7
	6%	6%	6%	6%	6%	6%	**	11%	**	7%	**	**	**	6%	7%
								a							
Not sure	48	12	20	15	17	32	**	2	**	16	**	**	**	32	16
	12%	15%	9%	14%	9%	10%	**	3%	**	17%	**	**	**	10%	17%
		b		b		c									a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your TV service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW TV
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	835	667	168	211	273	67	176	117	277	154	64	51
Effective Weighted Sample	691	554	138	202	261	62	143	75	232	133	54	45
Total	404	319	85	87	169	26	64	63	147	80	31	23
Once	174	132	42	37	79	**	25	23	57	37	**	**
	43%	41%	49%	42%	47%	**	38%	37%	39%	45%	**	**
Twice	109	90	19	20	40	**	21	22	44	22	**	**
	27%	28%	23%	23%	24%	**	32%	35%	30%	28%	**	**
							ab	ab				
Three times	48	43	6	11	23	**	7	5	17	12	**	**
	12%	13%	7%	12%	14%	**	11%	8%	12%	14%	**	**
		b										
Four times or more	25	19	6	7	10	**	5	2	9	4	**	**
	6%	6%	7%	9%	6%	**	7%	4%	6%	5%	**	**
Not sure	48	35	13	12	17	**	7	10	19	6	**	**
	12%	11%	15%	14%	10%	**	11%	17%	13%	8%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your TV service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	835	58	332	289	679	154	39	214	330	289	447	385	263	223	184	161
Effective Weighted Sample	691	40	264	255	559	131	29	153	284	254	365	325	232	173	157	128
Total	404	25	156	150	331	72	20	97	163	142	221	182	126	111	90	76
Once	174	**	69	61	139	34	**	42	68	63	92	81	52	45	44	33
	43%	**	45%	41%	42%	47%	**	43%	42%	44%	42%	45%	41%	41%	49%	43%
Twice	109	**	47	37	91	18	**	30	42	37	61	48	35	29	22	22
	27%	**	30%	25%	27%	25%	**	31%	26%	26%	28%	26%	28%	26%	24%	29%
Three times	48	**	14	23	41	7	**	10	19	19	28	19	18	14	9	7
	12%	**	9%	15%	12%	10%	**	11%	12%	13%	13%	11%	14%	13%	10%	9%
				b												
Four times or more	25	**	8	13	23	2	**	4	15	7	16	9	11	7	2	4
	6%	**	5%	9%	7%	3%	**	4%	9%	5%	7%	5%	9%	7%	2%	6%
				e					ac				c	c		
Not sure	48	**	18	16	37	11	**	11	19	17	23	24	10	15	12	10
	12%	**	11%	11%	11%	15%	**	12%	12%	12%	10%	13%	8%	13%	14%	13%
															a	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29C. How many times have you changed the provider you use for your TV service? This may be at the same time as moving home.

Base : Those who have ever changed supplier for the household's TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	~c	~d	a	b	c	a	b
Unweighted total	835	691	74	54	16	121	352	250	252	467
Effective Weighted Sample	691	563	66	48	14	98	302	203	195	399
Total	404	334	38	25	7	59	166	126	115	231
Once	174	145	**	**	**	22	80	53	47	109
	43%	43%	**	**	**	37%	48%	42%	41%	47%
							a			
Twice	109	86	**	**	**	18	46	33	35	56
	27%	26%	**	**	**	31%	28%	26%	31%	24%
Three times	48	41	**	**	**	7	17	17	13	27
	12%	12%	**	**	**	12%	10%	13%	12%	12%
Four times or more	25	20	**	**	**	2	9	9	8	13
	6%	6%	**	**	**	4%	5%	8%	7%	6%
Not sure	48	42	**	**	**	10	14	13	11	26
	12%	12%	**	**	**	16%	8%	10%	10%	11%
						b				

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
SWITCHED IN LAST 12 MONTHS	111	24	86	38	72	111	-	111	83	83	13	90	6	65	31	21
	11%	17%	10%	15%	10%	19%	-%	100%	100%	11%	8%	11%	6%	12%	9%	19%
		b		b		b		ab	ab			b		b		ab
CURRENTLY LOOKING FOR A NEW DEAL	52	14	38	23	28	40	11	10	5	43	4	46	2	31	16	9
	5%	10%	4%	9%	4%	7%	3%	9%	6%	6%	3%	6%	2%	6%	5%	9%
		b		b		b		b	b	b		b				b
NEITHER	832	115	718	200	632	451	381	-	-	614	144	671	86	451	306	79
	85%	78%	86%	79%	86%	76%	97%	-%	-%	84%	90%	84%	93%	83%	87%	73%
			a		a	cd	acd				a		a	c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
SWITCHED IN LAST 12 MONTHS	111	**	86	22	72	88	6	79	66	21	36	30	27
	11%	**	10%	15%	10%	17%	2%	78%	80%	14%	8%	14%	7%
				b		b		ab	ab	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	52	**	38	13	28	30	11	6	5	13	22	18	17
	5%	**	4%	9%	4%	6%	3%	6%	6%	8%	5%	8%	4%
				b		b		b		b		b	
NEITHER	832	**	723	111	644	409	345	20	15	125	385	168	342
	85%	**	86%	78%	87%	78%	95%	20%	18%	81%	88%	80%	89%
					a	cd	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
SWITCHED IN LAST 12 MONTHS	111	34	23	**	**	10	17	**	**	57	27	91	20
	11%	13%	7%	**	**	13%	11%	**	**	10%	11%	13%	7%
		b										b	
CURRENTLY LOOKING FOR A NEW DEAL	52	18	17	**	**	2	6	**	**	34	9	42	10
	5%	7%	5%	**	**	3%	4%	**	**	6%	4%	6%	3%
												b	
NEITHER	832	213	296	**	**	64	142	**	**	510	205	562	270
	85%	81%	89%	**	**	85%	86%	**	**	86%	86%	82%	91%
			a										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
SWITCHED IN LAST 12 MONTHS	111	44	30	3	11	23	**	50	38	97	14	3	36	45	30
	11%	13%	8%	5%	10%	18%	**	15%	10%	13%	6%	4%	22%	12%	7%
		bc				bcd		cef	ef	cef			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	52	15	17	3	3	13	**	25	22	49	3	1	14	24	14
	5%	5%	5%	4%	2%	10%	**	8%	6%	6%	1%	1%	9%	6%	3%
						abd		ef	ef	ef			c	c	
NEITHER	832	280	307	53	101	100	**	255	341	620	210	74	121	321	389
	85%	83%	87%	92%	89%	76%	**	79%	86%	82%	93%	95%	73%	83%	91%
			ae	ae	ae				bd		bcd	bcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
SWITCHED IN LAST 12 MONTHS	111	58	53	37	35	18	20	89	11	8	**	16	53	32	35	64
	11%	11%	12%	12%	13%	9%	10%	11%	11%	15%	**	12%	13%	11%	12%	11%
CURRENTLY LOOKING FOR A NEW DEAL	52	34	17	21	12	11	7	44	2	4	**	7	21	18	17	29
	5%	7%	4%	7%	4%	6%	4%	5%	3%	7%	**	5%	5%	6%	6%	5%
		b		d												
NEITHER	832	443	385	248	227	165	182	681	85	44	**	114	345	239	233	485
	85%	84%	85%	82%	83%	87%	88%	85%	86%	79%	**	84%	84%	83%	83%	85%
							ab									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
SWITCHED IN LAST 12 MONTHS	83	13	70	22	60	83	-	83	83	64	10	69	5	45	29	14
	8%	9%	8%	9%	8%	14%	-%	75%	100%	9%	6%	9%	5%	8%	8%	13%
						b		ab	abc							ab
CURRENTLY LOOKING FOR A NEW DEAL	52	14	38	23	28	40	11	10	5	43	4	46	2	31	16	9
	5%	10%	4%	9%	4%	7%	3%	9%	6%	6%	3%	6%	2%	6%	5%	9%
		b		b		b		b	b	b		b				b
NEITHER	856	123	732	212	644	475	381	23	-	631	145	689	87	468	309	85
	87%	84%	87%	84%	88%	80%	97%	21%	-%	86%	91%	86%	94%	86%	88%	79%
					a	cd	acd	d			a		a	c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
SWITCHED IN LAST 12 MONTHS	83	**	70	15	60	71	5	64	64	18	28	24	22
	8%	**	8%	11%	8%	14%	1%	64%	78%	11%	6%	12%	6%
						b		ab	abc	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	52	**	38	13	28	30	11	6	5	13	22	18	17
	5%	**	4%	9%	4%	6%	3%	6%	6%	8%	5%	8%	4%
				b		b		b		b		b	
NEITHER	856	**	738	115	655	424	346	33	16	128	391	173	346
	87%	**	87%	81%	88%	81%	96%	33%	20%	82%	89%	82%	90%
					a	cd	acd	d			a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
SWITCHED IN LAST 12 MONTHS	83	26	20	**	**	7	15	**	**	46	21	64	19
	8%	10%	6%	**	**	9%	9%	**	**	8%	9%	9%	6%
		b										b	
CURRENTLY LOOKING FOR A NEW DEAL	52	18	17	**	**	2	6	**	**	34	9	42	10
	5%	7%	5%	**	**	3%	4%	**	**	6%	4%	6%	3%
												b	
NEITHER	856	219	300	**	**	66	144	**	**	519	211	584	271
	87%	83%	90%	**	**	88%	87%	**	**	87%	88%	85%	91%
			a										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
SWITCHED IN LAST 12 MONTHS	83	37	24	2	8	12	**	31	34	69	14	3	19	34	29
	8%	11%	7%	4%	7%	9%	**	10%	8%	9%	6%	4%	11%	9%	7%
		bc						ef		ef			c		
CURRENTLY LOOKING FOR A NEW DEAL	52	15	17	3	3	13	**	25	22	49	3	1	14	24	14
	5%	5%	5%	4%	2%	10%	**	8%	6%	6%	1%	1%	9%	6%	3%
						abd		ef	ef	ef			c	c	
NEITHER	856	287	313	54	103	109	**	271	345	643	210	74	135	330	390
	87%	85%	89%	92%	91%	83%	**	84%	87%	85%	93%	95%	81%	85%	91%
			a	ae	ae						bcd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
SWITCHED IN LAST 12 MONTHS	83	42	41	27	23	14	17	66	9	5	**	12	37	26	25	48
	8%	8%	9%	9%	9%	7%	8%	8%	9%	10%	**	9%	9%	9%	9%	8%
CURRENTLY LOOKING FOR A NEW DEAL	52	34	17	21	12	11	7	44	2	4	**	7	21	18	17	29
	5%	7%	4%	7%	4%	6%	4%	5%	3%	7%	**	5%	5%	6%	6%	5%
		b		d												
NEITHER	856	455	397	255	238	168	183	699	88	47	**	117	358	245	239	499
	87%	86%	87%	84%	87%	89%	88%	87%	89%	83%	**	86%	87%	85%	85%	87%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		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	2020	194	1826	437	1583	1241	779	254	176	1474	412	1646	240	1170	716	235
Effective Weighted Sample	1539	109	1628	255	1416	965	578	166	131	1170	379	1312	220	964	554	182
Total	985	147	837	254	731	592	393	111	83	733	159	799	93	543	350	107
SWITCHED ONLY	64	10	54	16	48	64	-	64	64	49	7	52	4	34	22	10
	6%	7%	6%	6%	7%	11%	-%	58%	77%	7%	4%	7%	4%	6%	6%	10%
						b		ab	abc							
INITIATED CHANGE ONLY	244	17	227	40	204	149	95	9	-	182	41	198	25	148	76	29
	25%	12%	27%	16%	28%	25%	24%	8%	-%	25%	26%	25%	27%	27%	22%	27%
			a		a	cd	cd	d						b		
BOTH SWITCHED AND INITIATED CHANGE	19	3	16	7	12	19	-	19	19	15	3	17	1	11	7	3
	2%	2%	2%	3%	2%	3%	-%	17%	23%	2%	2%	2%	1%	2%	2%	3%
						b		ab	ab							
NEITHER	658	117	541	192	466	360	298	19	-	487	108	532	63	350	245	65
	67%	80%	65%	76%	64%	61%	76%	17%	-%	66%	68%	67%	68%	64%	70%	60%
		b		b		cd	acd	d							ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2020	94	1842	332	1604	1159	777	250	189	314	775	418	671
Effective Weighted Sample	1539	84	1654	298	1441	1037	701	210	167	232	719	322	628
Total	985	42	843	143	742	523	362	101	82	155	440	210	385
SWITCHED ONLY	64	**	55	9	48	55	3	51	51	15	18	18	16
	6%	**	6%	7%	6%	10%	1%	50%	61%	10%	4%	9%	4%
						b		ab	abc	b		b	
INITIATED CHANGE ONLY	244	**	227	29	204	132	101	13	6	28	139	42	125
	25%	**	27%	20%	27%	25%	28%	13%	7%	18%	32%	20%	32%
					a	cd	cd				a		a
BOTH SWITCHED AND INITIATED CHANGE	19	**	16	6	12	16	2	14	13	2	10	6	6
	2%	**	2%	4%	2%	3%	*%	13%	16%	2%	2%	3%	2%
				b		b		ab	ab				
NEITHER	658	**	546	98	478	320	256	24	13	109	273	144	238
	67%	**	65%	69%	64%	61%	71%	24%	15%	70%	62%	68%	62%
						cd	acd	d		b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2020	489	600	83	55	182	365	29	23	1089	547	1409	611
Effective Weighted Sample	1539	428	522	68	50	152	249	26	22	950	393	1157	399
Total	985	263	332	37	28	75	165	10	9	595	240	687	298
SWITCHED ONLY	64	21	13	**	**	5	12	**	**	34	17	49	15
	6%	8%	4%	**	**	7%	7%	**	**	6%	7%	7%	5%
		b											
INITIATED CHANGE ONLY	244	76	91	**	**	16	34	**	**	167	50	181	63
	25%	29%	27%	**	**	21%	21%	**	**	28%	21%	26%	21%
										b		b	
BOTH SWITCHED AND INITIATED CHANGE	19	6	7	**	**	1	3	**	**	13	4	14	4
	2%	2%	2%	**	**	2%	2%	**	**	2%	2%	2%	1%
NEITHER	658	161	221	**	**	53	116	**	**	382	169	442	216
	67%	61%	67%	**	**	70%	71%	**	**	64%	70%	64%	73%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2020	885	563	142	298	154	76	664	788	1528	487	144	352	774	889
Effective Weighted Sample	1539	833	540	136	264	90	46	525	655	1224	317	77	251	648	640
Total	985	339	353	58	113	132	34	324	398	756	227	78	166	387	430
SWITCHED ONLY	64	32	16	2	5	9	**	24	26	53	10	3	16	25	22
	6%	9%	4%	3%	5%	7%	**	7%	6%	7%	5%	4%	10%	7%	5%
		bcd											c		
INITIATED CHANGE ONLY	244	73	115	18	25	16	**	93	96	195	48	14	47	102	95
	25%	22%	32%	31%	23%	12%	**	29%	24%	26%	21%	18%	28%	26%	22%
		e	ade	ae	e			cef		ef			c	c	
BOTH SWITCHED AND INITIATED CHANGE	19	5	8	*	3	3	**	7	8	16	3	-	3	9	7
	2%	1%	2%	1%	2%	2%	**	2%	2%	2%	1%	-%	2%	2%	2%
NEITHER	658	229	214	38	79	104	**	199	269	492	165	61	100	251	306
	67%	68%	61%	66%	70%	79%	**	62%	68%	65%	73%	78%	60%	65%	71%
		b			b	abcd			b		bd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2020	1070	939	619	546	386	448	1662	196	113	49	273	846	582	582	1163
Effective Weighted Sample	1539	806	725	518	429	287	298	1267	145	88	39	194	635	485	414	932
Total	985	527	454	302	274	190	207	804	99	56	26	136	412	288	280	572
SWITCHED ONLY	64	32	32	20	17	12	14	51	8	3	**	11	28	19	19	37
	6%	6%	7%	6%	6%	6%	7%	6%	8%	6%	**	8%	7%	7%	7%	6%
INITIATED CHANGE ONLY	244	131	112	72	69	49	51	202	23	11	**	39	99	72	79	138
	25%	25%	25%	24%	25%	26%	25%	25%	23%	20%	**	29%	24%	25%	28%	24%
BOTH SWITCHED AND INITIATED CHANGE	19	10	9	8	6	2	3	15	1	2	**	1	9	7	6	11
	2%	2%	2%	3%	2%	1%	1%	2%	1%	4%	**	1%	2%	2%	2%	2%
NEITHER	658	354	302	203	181	127	139	536	68	40	**	84	277	191	175	387
	67%	67%	66%	67%	66%	67%	67%	67%	68%	71%	**	62%	67%	66%	63%	68%
																a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		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	194	194	-	194	-	112	82	39	16	130	20	142	8	84	66	21
Effective Weighted Sample	109	109	-	109	-	60	49	18	9	73	18	79	7	48	36	11
Total	147	147	-	147	-	77	71	24	13	95	8	99	3	54	49	13
SWITCHED IN LAST 12 MONTHS	24	24	**	24	**	24	**	**	**	12	**	13	**	**	**	**
	17%	17%	**	17%	**	32%	**	**	**	13%	**	13%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	14	**	14	**	13	**	**	**	12	**	12	**	**	**	**
	10%	10%	**	10%	**	17%	**	**	**	12%	**	12%	**	**	**	**
NEITHER	115	115	**	115	**	45	**	**	**	74	**	78	**	**	**	**
	78%	78%	**	78%	**	59%	**	**	**	79%	**	79%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	194	84	36	99	21	84	36	23	14	32	28	43	17
Effective Weighted Sample	109	76	34	90	20	75	34	17	11	19	26	24	16
Total	147	38	14	45	8	36	17	9	6	29	10	33	6
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	115	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	194	23	37	6	2	17	44	3	1	60	61	127	67
Effective Weighted Sample	109	12	20	4	2	11	28	3	1	32	38	71	42
Total	147	13	26	2	1	12	41	1	1	39	52	78	69
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	**	**	**	**	**	**	20	**
	17%	**	**	**	**	**	**	**	**	**	**	26%	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	**	**	**	**	**	**	11	**
	10%	**	**	**	**	**	**	**	**	**	**	14%	**
NEITHER	115	**	**	**	**	**	**	**	**	**	**	50	**
	78%	**	**	**	**	**	**	**	**	**	**	64%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	-	-	-	40	154	19	67	55	141	53	27	48	63	83
Effective Weighted Sample	109	-	-	-	37	90	9	36	32	77	34	19	24	37	50
Total	147	-	-	-	16	132	11	42	41	94	54	33	30	41	76
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	23	**	**	**	24	**	**	**	**	**
	17%	**	**	**	**	18%	**	**	**	26%	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	13	**	**	**	14	**	**	**	**	**
	10%	**	**	**	**	10%	**	**	**	15%	**	**	**	**	**
NEITHER	115	**	**	**	**	100	**	**	**	61	**	**	**	**	**
	78%	**	**	**	**	76%	**	**	**	65%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	194	95	97	62	39	37	55	167	17	6	4	32	78	45	68	90
Effective Weighted Sample	109	53	56	36	22	20	33	93	10	4	2	19	43	25	39	50
Total	147	77	69	37	31	29	48	123	15	6	3	28	61	28	55	66
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	17%	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	**	**	13	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
NEITHER	115	**	**	**	**	**	**	94	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	77%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		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	194	194	-	194	-	112	82	39	16	130	20	142	8	84	66	21
Effective Weighted Sample	109	109	-	109	-	60	49	18	9	73	18	79	7	48	36	11
Total	147	147	-	147	-	77	71	24	13	95	8	99	3	54	49	13
SWITCHED IN LAST 12 MONTHS	13	13	**	13	**	13	**	**	**	7	**	8	**	**	**	**
	9%	9%	**	9%	**	17%	**	**	**	7%	**	8%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	14	**	14	**	13	**	**	**	12	**	12	**	**	**	**
	10%	10%	**	10%	**	17%	**	**	**	12%	**	12%	**	**	**	**
NEITHER	123	123	**	123	**	54	**	**	**	79	**	83	**	**	**	**
	84%	84%	**	84%	**	70%	**	**	**	83%	**	83%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	194	84	36	99	21	84	36	23	14	32	28	43	17
Effective Weighted Sample	109	76	34	90	20	75	34	17	11	19	26	24	16
Total	147	38	14	45	8	36	17	9	6	29	10	33	6
SWITCHED IN LAST 12 MONTHS	13	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	123	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	194	23	37	6	2	17	44	3	1	60	61	127	67
Effective Weighted Sample	109	12	20	4	2	11	28	3	1	32	38	71	42
Total	147	13	26	2	1	12	41	1	1	39	52	78	69
SWITCHED IN LAST 12 MONTHS	13	**	**	**	**	**	**	**	**	**	**	9	**
	9%	**	**	**	**	**	**	**	**	**	**	11%	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	**	**	**	**	**	**	11	**
	10%	**	**	**	**	**	**	**	**	**	**	14%	**
NEITHER	123	**	**	**	**	**	**	**	**	**	**	59	**
	84%	**	**	**	**	**	**	**	**	**	**	75%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	-	-	-	40	154	19	67	55	141	53	27	48	63	83
Effective Weighted Sample	109	-	-	-	37	90	9	36	32	77	34	19	24	37	50
Total	147	-	-	-	16	132	11	42	41	94	54	33	30	41	76
SWITCHED IN LAST 12 MONTHS	13	**	**	**	**	12	**	**	**	12	**	**	**	**	**
	9%	**	**	**	**	9%	**	**	**	13%	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	13	**	**	**	14	**	**	**	**	**
	10%	**	**	**	**	10%	**	**	**	15%	**	**	**	**	**
NEITHER	123	**	**	**	**	109	**	**	**	70	**	**	**	**	**
	84%	**	**	**	**	83%	**	**	**	75%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	194	95	97	62	39	37	55	167	17	6	4	32	78	45	68	90
Effective Weighted Sample	109	53	56	36	22	20	33	93	10	4	2	19	43	25	39	50
Total	147	77	69	37	31	29	48	123	15	6	3	28	61	28	55	66
SWITCHED IN LAST 12 MONTHS	13	**	**	**	**	**	**	12	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	10%	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	14	**	**	**	**	**	**	13	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
NEITHER	123	**	**	**	**	**	**	100	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	82%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		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	194	194	-	194	-	112	82	39	16	130	20	142	8	84	66	21
Effective Weighted Sample	109	109	-	109	-	60	49	18	9	73	18	79	7	48	36	11
Total	147	147	-	147	-	77	71	24	13	95	8	99	3	54	49	13
SWITCHED ONLY	10	10	**	10	**	10	**	**	**	5	**	5	**	**	**	**
	7%	7%	**	7%	**	13%	**	**	**	5%	**	5%	**	**	**	**
INITIATED CHANGE ONLY	17	17	**	17	**	15	**	**	**	10	**	10	**	**	**	**
	12%	12%	**	12%	**	19%	**	**	**	11%	**	11%	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	3	**	3	**	3	**	**	**	2	**	3	**	**	**	**
	2%	2%	**	2%	**	4%	**	**	**	2%	**	3%	**	**	**	**
NEITHER	117	117	**	117	**	49	**	**	**	77	**	81	**	**	**	**
	80%	80%	**	80%	**	64%	**	**	**	81%	**	82%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	194	84	36	99	21	84	36	23	14	32	28	43	17
Effective Weighted Sample	109	76	34	90	20	75	34	17	11	19	26	24	16
Total	147	38	14	45	8	36	17	9	6	29	10	33	6
SWITCHED ONLY	10	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	17	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	117	**	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	194	23	37	6	2	17	44	3	1	60	61	127	67
Effective Weighted Sample	109	12	20	4	2	11	28	3	1	32	38	71	42
Total	147	13	26	2	1	12	41	1	1	39	52	78	69
SWITCHED ONLY	10	**	**	**	**	**	**	**	**	**	**	7	**
	7%	**	**	**	**	**	**	**	**	**	**	8%	**
INITIATED CHANGE ONLY	17	**	**	**	**	**	**	**	**	**	**	14	**
	12%	**	**	**	**	**	**	**	**	**	**	18%	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**
NEITHER	117	**	**	**	**	**	**	**	**	**	**	56	**
	80%	**	**	**	**	**	**	**	**	**	**	71%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	-	-	-	40	154	19	67	55	141	53	27	48	63	83
Effective Weighted Sample	109	-	-	-	37	90	9	36	32	77	34	19	24	37	50
Total	147	-	-	-	16	132	11	42	41	94	54	33	30	41	76
SWITCHED ONLY	10	**	**	**	**	9	**	**	**	10	**	**	**	**	**
	7%	**	**	**	**	7%	**	**	**	10%	**	**	**	**	**
INITIATED CHANGE ONLY	17	**	**	**	**	16	**	**	**	14	**	**	**	**	**
	12%	**	**	**	**	12%	**	**	**	15%	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	3	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	3%	**	**	**	**	**
NEITHER	117	**	**	**	**	104	**	**	**	68	**	**	**	**	**
	80%	**	**	**	**	79%	**	**	**	72%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	194	95	97	62	39	37	55	167	17	6	4	32	78	45	68	90
Effective Weighted Sample	109	53	56	36	22	20	33	93	10	4	2	19	43	25	39	50
Total	147	77	69	37	31	29	48	123	15	6	3	28	61	28	55	66
SWITCHED ONLY	10	**	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	17	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
NEITHER	117	**	**	**	**	**	**	95	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	77%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		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	194	194	-	194	-	112	82	39	16	130	20	142	8	84	66	21
Effective Weighted Sample	109	109	-	109	-	60	49	18	9	73	18	79	7	48	36	11
Total	147	147	-	147	-	77	71	24	13	95	8	99	3	54	49	13
Received a discount	8	8	**	8	**	7	**	**	**	6	**	6	**	**	**	**
	5%	5%	**	5%	**	9%	**	**	**	6%	**	6%	**	**	**	**
Added extra or improved services	12	12	**	12	**	10	**	**	**	8	**	9	**	**	**	**
	8%	8%	**	8%	**	14%	**	**	**	9%	**	9%	**	**	**	**
Reduced or downgraded services	5	5	**	5	**	4	**	**	**	2	**	2	**	**	**	**
	3%	3%	**	3%	**	6%	**	**	**	3%	**	2%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	21	**	21	**	18	**	**	**	13	**	13	**	**	**	**
	14%	14%	**	14%	**	23%	**	**	**	13%	**	13%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	3	3	**	3	**	3	**	**	**	3	**	3	**	**	**	**
	2%	2%	**	2%	**	4%	**	**	**	3%	**	3%	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	**	1	**	1	**	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	1%	**	1%	**	**	**	**
DISCOUNT ONLY	5	5	**	5	**	4	**	**	**	3	**	3	**	**	**	**
	3%	3%	**	3%	**	5%	**	**	**	3%	**	3%	**	**	**	**
EXTRA SERVICES ONLY	8	8	**	8	**	6	**	**	**	4	**	5	**	**	**	**
	5%	5%	**	5%	**	8%	**	**	**	4%	**	5%	**	**	**	**
REDUCED SERVICES ONLY	4	4	**	4	**	3	**	**	**	2	**	2	**	**	**	**
	3%	3%	**	3%	**	5%	**	**	**	2%	**	2%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	127	127	**	127	**	59	**	**	**	82	**	86	**	**	**	**
	86%	86%	**	86%	**	77%	**	**	**	87%	**	87%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	194	84	36	99	21	84	36	23	14	32	28	43	17
Effective Weighted Sample	109	76	34	90	20	75	34	17	11	19	26	24	16
Total	147	38	14	45	8	36	17	9	6	29	10	33	6
Received a discount	8	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	12	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	5	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	5	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	4	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	127	**	**	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	194	23	37	6	2	17	44	3	1	60	61	127	67
Effective Weighted Sample	109	12	20	4	2	11	28	3	1	32	38	71	42
Total	147	13	26	2	1	12	41	1	1	39	52	78	69
Received a discount	8	**	**	**	**	**	**	**	**	**	**	7	**
	5%	**	**	**	**	**	**	**	**	**	**	9%	**
Added extra or improved services	12	**	**	**	**	**	**	**	**	**	**	11	**
	8%	**	**	**	**	**	**	**	**	**	**	14%	**
Reduced or downgraded services	5	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	**	**	**	**	**	**	**	**	**	16	**
	14%	**	**	**	**	**	**	**	**	**	**	21%	**
DISCOUNT AND EXTRA SERVICES	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	4%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT ONLY	5	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	**	**	**	**	**	**	**	**	5%	**
EXTRA SERVICES ONLY	8	**	**	**	**	**	**	**	**	**	**	7	**
	5%	**	**	**	**	**	**	**	**	**	**	9%	**
REDUCED SERVICES ONLY	4	**	**	**	**	**	**	**	**	**	**	1	**
	3%	**	**	**	**	**	**	**	**	**	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	127	**	**	**	**	**	**	**	**	**	**	62	**
	86%	**	**	**	**	**	**	**	**	**	**	79%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	-	-	-	40	154	19	67	55	141	53	27	48	63	83
Effective Weighted Sample	109	-	-	-	37	90	9	36	32	77	34	19	24	37	50
Total	147	-	-	-	16	132	11	42	41	94	54	33	30	41	76
Received a discount	8	**	**	**	**	8	**	**	**	7	**	**	**	**	**
	5%	**	**	**	**	6%	**	**	**	8%	**	**	**	**	**
Added extra or improved services	12	**	**	**	**	10	**	**	**	11	**	**	**	**	**
	8%	**	**	**	**	7%	**	**	**	12%	**	**	**	**	**
Reduced or downgraded services	5	**	**	**	**	4	**	**	**	2	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	2%	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	**	**	**	18	**	**	**	17	**	**	**	**	**
	14%	**	**	**	**	14%	**	**	**	18%	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	3	**	**	**	**	3	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	3%	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	*	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	*%	**	**	**	1%	**	**	**	**	**
DISCOUNT ONLY	5	**	**	**	**	5	**	**	**	4	**	**	**	**	**
	3%	**	**	**	**	4%	**	**	**	4%	**	**	**	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	6	**	**	**	8	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	8%	**	**	**	**	**
REDUCED SERVICES ONLY	4	**	**	**	**	4	**	**	**	1	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	1%	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	127	**	**	**	**	113	**	**	**	77	**	**	**	**	**
	86%	**	**	**	**	86%	**	**	**	82%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	194	95	97	62	39	37	55	167	17	6	4	32	78	45	68	90
Effective Weighted Sample	109	53	56	36	22	20	33	93	10	4	2	19	43	25	39	50
Total	147	77	69	37	31	29	48	123	15	6	3	28	61	28	55	66
Received a discount	8	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
Added extra or improved services	12	**	**	**	**	**	**	11	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	**
Reduced or downgraded services	5	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	**	**	**	**	**	19	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
DISCOUNT ONLY	5	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	127	**	**	**	**	**	**	104	**	**	**	**	**	**	**	**
	86%	**	**	**	**	**	**	85%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		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	194	194	-	194	-	112	82	39	16	130	20	142	8	84	66	21
Effective Weighted Sample	109	109	-	109	-	60	49	18	9	73	18	79	7	48	36	11
Total	147	147	-	147	-	77	71	24	13	95	8	99	3	54	49	13
Received a discount	16	16	**	16	**	9	**	**	**	8	**	8	**	**	**	**
	11%	11%	**	11%	**	12%	**	**	**	8%	**	8%	**	**	**	**
Added extra or improved services	4	4	**	4	**	4	**	**	**	3	**	3	**	**	**	**
	3%	3%	**	3%	**	5%	**	**	**	3%	**	3%	**	**	**	**
Reduced or downgraded services	4	4	**	4	**	4	**	**	**	1	**	2	**	**	**	**
	3%	3%	**	3%	**	5%	**	**	**	2%	**	2%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	24	24	**	24	**	17	**	**	**	13	**	13	**	**	**	**
	16%	16%	**	16%	**	21%	**	**	**	13%	**	13%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	*	*	**	*	**	*	**	**	**	-	**	-	**	**	**	**
	*%	*%	**	*%	**	*%	**	**	**	-%	**	-%	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	*	*	**	*	**	*	**	**	**	-	**	-	**	**	**	**
	*%	*%	**	*%	**	*%	**	**	**	-%	**	-%	**	**	**	**
DISCOUNT ONLY	16	16	**	16	**	9	**	**	**	8	**	8	**	**	**	**
	11%	11%	**	11%	**	12%	**	**	**	8%	**	8%	**	**	**	**
EXTRA SERVICES ONLY	4	4	**	4	**	3	**	**	**	3	**	3	**	**	**	**
	3%	3%	**	3%	**	4%	**	**	**	3%	**	3%	**	**	**	**
REDUCED SERVICES ONLY	4	4	**	4	**	4	**	**	**	1	**	2	**	**	**	**
	3%	3%	**	3%	**	5%	**	**	**	2%	**	2%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	123	123	**	123	**	60	**	**	**	82	**	87	**	**	**	**
	84%	84%	**	84%	**	79%	**	**	**	87%	**	87%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	194	84	36	99	21	84	36	23	14	32	28	43	17
Effective Weighted Sample	109	76	34	90	20	75	34	17	11	19	26	24	16
Total	147	38	14	45	8	36	17	9	6	29	10	33	6
Received a discount	16	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	4	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	4	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	24	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	16	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	4	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	4	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	123	**	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	194	23	37	6	2	17	44	3	1	60	61	127	67
Effective Weighted Sample	109	12	20	4	2	11	28	3	1	32	38	71	42
Total	147	13	26	2	1	12	41	1	1	39	52	78	69
Received a discount	16	**	**	**	**	**	**	**	**	**	**	11	**
	11%	**	**	**	**	**	**	**	**	**	**	14%	**
Added extra or improved services	4	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
Reduced or downgraded services	4	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	**	**	**	**	**	**	**	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	24	**	**	**	**	**	**	**	**	**	**	17	**
	16%	**	**	**	**	**	**	**	**	**	**	21%	**
DISCOUNT AND EXTRA SERVICES	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
DISCOUNT ONLY	16	**	**	**	**	**	**	**	**	**	**	11	**
	11%	**	**	**	**	**	**	**	**	**	**	14%	**
EXTRA SERVICES ONLY	4	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	2%	**
REDUCED SERVICES ONLY	4	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	**	**	**	**	**	**	**	**	5%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	123	**	**	**	**	**	**	**	**	**	**	62	**
	84%	**	**	**	**	**	**	**	**	**	**	79%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	-	-	-	40	154	19	67	55	141	53	27	48	63	83
Effective Weighted Sample	109	-	-	-	37	90	9	36	32	77	34	19	24	37	50
Total	147	-	-	-	16	132	11	42	41	94	54	33	30	41	76
Received a discount	16	**	**	**	**	16	**	**	**	12	**	**	**	**	**
	11%	**	**	**	**	12%	**	**	**	12%	**	**	**	**	**
Added extra or improved services	4	**	**	**	**	4	**	**	**	2	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	2%	**	**	**	**	**
Reduced or downgraded services	4	**	**	**	**	4	**	**	**	4	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	4%	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	24	**	**	**	**	24	**	**	**	17	**	**	**	**	**
	16%	**	**	**	**	18%	**	**	**	18%	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	*	**	**	**	**	*	**	**	**	*	**	**	**	**	**
	*%	**	**	**	**	*%	**	**	**	*%	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	**	**	**	*	**	**	**	*	**	**	**	**	**
	*%	**	**	**	**	*%	**	**	**	*%	**	**	**	**	**
DISCOUNT ONLY	16	**	**	**	**	16	**	**	**	11	**	**	**	**	**
	11%	**	**	**	**	12%	**	**	**	12%	**	**	**	**	**
EXTRA SERVICES ONLY	4	**	**	**	**	3	**	**	**	1	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	1%	**	**	**	**	**
REDUCED SERVICES ONLY	4	**	**	**	**	4	**	**	**	4	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	4%	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	123	**	**	**	**	108	**	**	**	77	**	**	**	**	**
	84%	**	**	**	**	82%	**	**	**	82%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	194	95	97	62	39	37	55	167	17	6	4	32	78	45	68	90
Effective Weighted Sample	109	53	56	36	22	20	33	93	10	4	2	19	43	25	39	50
Total	147	77	69	37	31	29	48	123	15	6	3	28	61	28	55	66
Received a discount	16	**	**	**	**	**	**	14	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
Added extra or improved services	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
Reduced or downgraded services	4	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	24	**	**	**	**	**	**	19	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
DISCOUNT ONLY	16	**	**	**	**	**	**	13	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	4	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	123	**	**	**	**	**	**	104	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	85%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		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	2862	150	1736	384	1502	1167	719	233	164	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2198	83	1558	237	1351	954	562	166	130	1796	454	1969	253	1383	816	343
Total	1347	102	790	203	689	542	350	96	74	1159	188	1239	108	834	513	219
SWITCHED IN LAST 12 MONTHS	219	13	94	28	79	79	28	21	14	187	32	203	16	219	-	219
	16%	13%	12%	14%	11%	15%	8%	21%	18%	16%	17%	16%	15%	26%	-%	100%
						b		ab	b					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	95	12	37	19	30	37	11	12	6	88	7	93	2	78	17	33
	7%	12%	5%	9%	4%	7%	3%	13%	9%	8%	4%	8%	2%	9%	3%	15%
		b		b		b		ab	b	b		b		b		ab
NEITHER	1066	82	665	162	586	437	311	66	55	915	151	976	90	570	496	-
	79%	81%	84%	80%	85%	81%	89%	69%	74%	79%	80%	79%	84%	68%	97%	-%
					a	c	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.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2862	378	1922	658	1642	1387	913	322	224	408	855	524	739
Effective Weighted Sample	2198	315	1711	559	1468	1217	803	268	197	299	774	399	673
Total	1347	134	847	244	737	590	392	123	93	200	452	256	397
SWITCHED IN LAST 12 MONTHS	219	21	102	37	86	90	33	31	20	27	54	38	43
	16%	15%	12%	15%	12%	15%	8%	25%	21%	13%	12%	15%	11%
				b		b		ab	ab			b	
CURRENTLY LOOKING FOR A NEW DEAL	95	9	41	17	32	35	14	14	7	14	26	20	20
	7%	6%	5%	7%	4%	6%	4%	11%	8%	7%	6%	8%	5%
				b		b		ab	b			b	
NEITHER	1066	106	711	194	624	472	346	83	67	165	376	205	336
	79%	79%	84%	79%	85%	80%	88%	67%	72%	82%	83%	80%	85%
			a		a	cd	acd						a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2862	574	689	112	66	218	446	36	30	1263	664	2127	735
Effective Weighted Sample	2198	489	581	90	58	171	338	27	22	1070	508	1682	522
Total	1347	290	362	47	31	90	193	14	12	652	283	997	350
SWITCHED IN LAST 12 MONTHS	219	47	34	15	**	14	25	**	**	81	38	179	40
	16%	16%	9%	32%	**	15%	13%	**	**	12%	14%	18%	11%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	95	24	16	8	**	5	8	**	**	40	14	81	14
	7%	8%	4%	18%	**	6%	4%	**	**	6%	5%	8%	4%
		b		ab								b	
NEITHER	1066	227	315	27	**	72	160	**	**	541	233	767	299
	79%	78%	87%	57%	**	81%	83%	**	**	83%	82%	77%	85%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2862	825	535	142	475	907	353	1097	912	2362	491	135	907	997	949
Effective Weighted Sample	2198	780	517	136	413	596	251	845	733	1829	362	79	652	815	723
Total	1347	313	333	58	165	487	157	513	457	1127	215	65	411	490	441
SWITCHED IN LAST 12 MONTHS	219	36	35	9	27	115	50	96	55	201	18	6	103	68	46
	16%	12%	10%	16%	16%	24%	32%	19%	12%	18%	8%	9%	25%	14%	11%
					ab	abcd	bcdef	cef	e	cef			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	95	14	18	1	10	53	20	51	23	93	1	*	47	39	8
	7%	5%	5%	2%	6%	11%	13%	10%	5%	8%	1%	1%	12%	8%	2%
			c		c	abcd	cdef	cef	ef	cef			bc	c	
NEITHER	1066	265	283	48	130	346	98	384	384	866	196	59	283	392	387
	79%	85%	85%	82%	79%	71%	62%	75%	84%	77%	91%	91%	69%	80%	88%
		de	de	e	e			a	abd	a	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2862	1430	1409	785	814	577	651	2397	245	147	73	489	1118	754	887	1534
Effective Weighted Sample	2198	1077	1108	655	619	435	468	1830	183	122	64	365	854	621	662	1222
Total	1347	690	647	376	378	275	297	1126	117	68	35	240	520	349	407	728
SWITCHED IN LAST 12 MONTHS	219	118	100	67	60	43	47	187	17	11	**	46	81	50	75	108
	16%	17%	16%	18%	16%	16%	16%	17%	15%	16%	**	19%	16%	14%	18%	15%
												c			b	
CURRENTLY LOOKING FOR A NEW DEAL	95	53	41	26	28	21	16	81	4	4	**	19	36	24	35	42
	7%	8%	6%	7%	7%	7%	5%	7%	4%	6%	**	8%	7%	7%	9%	6%
								b							b	
NEITHER	1066	538	520	291	299	221	241	888	95	56	**	184	413	283	311	590
	79%	78%	80%	77%	79%	80%	81%	79%	81%	82%	**	77%	79%	81%	77%	81%
																a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		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	2862	150	1736	384	1502	1167	719	233	164	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2198	83	1558	237	1351	954	562	166	130	1796	454	1969	253	1383	816	343
Total	1347	102	790	203	689	542	350	96	74	1159	188	1239	108	834	513	219
SWITCHED ONLY	184	7	79	21	66	63	24	15	11	160	24	173	10	184	-	184
	14%	7%	10%	10%	10%	12%	7%	16%	15%	14%	13%	14%	10%	22%	-%	84%
						b		b	b			b		b		ab
INITIATED CHANGE ONLY	162	8	94	19	82	68	33	12	8	127	35	137	25	104	58	-
	12%	8%	12%	10%	12%	13%	9%	13%	11%	11%	19%	11%	23%	12%	11%	-%
						b					a		a	c	c	
BOTH SWITCHED AND INITIATED CHANGE	35	6	14	8	13	16	4	5	3	28	8	30	6	35	-	35
	3%	6%	2%	4%	2%	3%	1%	6%	4%	2%	4%	2%	5%	4%	-%	16%
		b		b		b		ab	b		a		a	b		ab
NEITHER	966	81	603	155	528	395	289	63	52	844	121	899	67	511	455	-
	72%	79%	76%	76%	77%	73%	82%	66%	70%	73%	65%	73%	62%	61%	89%	-%
						c	acd			b		b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2862	378	1922	658	1642	1387	913	322	224	408	855	524	739
Effective Weighted Sample	2198	315	1711	559	1468	1217	803	268	197	299	774	399	673
Total	1347	134	847	244	737	590	392	123	93	200	452	256	397
SWITCHED ONLY	184	17	86	32	71	73	30	24	16	18	43	28	33
	14%	12%	10%	13%	10%	12%	8%	20%	17%	9%	10%	11%	8%
				b		b		ab	b				
INITIATED CHANGE ONLY	162	19	101	32	88	77	43	13	8	21	61	30	53
	12%	14%	12%	13%	12%	13%	11%	11%	9%	10%	14%	12%	13%
BOTH SWITCHED AND INITIATED CHANGE	35	4	16	5	15	17	3	7	4	9	11	10	10
	3%	3%	2%	2%	2%	3%	1%	6%	4%	4%	2%	4%	2%
						b		ab	b				
NEITHER	966	95	644	176	563	422	317	79	65	153	336	188	301
	72%	71%	76%	72%	76%	72%	81%	64%	70%	76%	74%	73%	76%
			a		a	c	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2862	574	689	112	66	218	446	36	30	1263	664	2127	735
Effective Weighted Sample	2198	489	581	90	58	171	338	27	22	1070	508	1682	522
Total	1347	290	362	47	31	90	193	14	12	652	283	997	350
SWITCHED ONLY	184	31	31	9	**	10	24	**	**	62	34	148	36
	14%	11%	8%	20%	**	12%	12%	**	**	9%	12%	15%	10%
				ab								b	
INITIATED CHANGE ONLY	162	43	40	5	**	8	26	**	**	82	35	127	35
	12%	15%	11%	11%	**	9%	14%	**	**	13%	12%	13%	10%
		b										b	
BOTH SWITCHED AND INITIATED CHANGE	35	16	4	6	**	3	1	**	**	19	4	32	4
	3%	5%	1%	12%	**	3%	1%	**	**	3%	1%	3%	1%
		b		ab		b				b		b	
NEITHER	966	200	289	27	**	68	142	**	**	489	209	690	276
	72%	69%	80%	57%	**	75%	73%	**	**	75%	74%	69%	79%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2862	825	535	142	475	907	353	1097	912	2362	491	135	907	997	949
Effective Weighted Sample	2198	780	517	136	413	596	251	845	733	1829	362	79	652	815	723
Total	1347	313	333	58	165	487	157	513	457	1127	215	65	411	490	441
SWITCHED ONLY	184	34	30	5	22	96	40	80	47	168	15	5	84	58	41
	14%	11%	9%	9%	13%	20%	26%	16%	10%	15%	7%	8%	20%	12%	9%
					b	abcd	bcdef	cef		cef			bc		
INITIATED CHANGE ONLY	162	29	36	13	27	58	20	68	55	143	19	5	52	64	46
	12%	9%	11%	23%	16%	12%	13%	13%	12%	13%	9%	8%	13%	13%	10%
				abe	abe			e		e					
BOTH SWITCHED AND INITIATED CHANGE	35	2	5	4	5	19	9	16	8	33	2	*	19	10	6
	3%	1%	2%	7%	3%	4%	6%	3%	2%	3%	1%	*%	5%	2%	1%
				abd	a	ab	bcdef	ce		ce			bc		
NEITHER	966	248	263	36	111	314	88	348	347	783	179	54	255	358	349
	72%	79%	79%	61%	67%	64%	56%	68%	76%	69%	83%	83%	62%	73%	79%
		cde	cde					a	abd	a	abcd	abd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2862	1430	1409	785	814	577	651	2397	245	147	73	489	1118	754	887	1534
Effective Weighted Sample	2198	1077	1108	655	619	435	468	1830	183	122	64	365	854	621	662	1222
Total	1347	690	647	376	378	275	297	1126	117	68	35	240	520	349	407	728
SWITCHED ONLY	184	100	83	55	49	36	41	154	17	9	**	39	71	39	60	90
	14%	15%	13%	15%	13%	13%	14%	14%	14%	13%	**	16%	14%	11%	15%	12%
												c				
INITIATED CHANGE ONLY	162	99	61	48	51	34	25	135	11	11	**	28	65	48	50	94
	12%	14%	9%	13%	13%	12%	8%	12%	9%	17%	**	12%	12%	14%	12%	13%
		b		d	d	d				b						
BOTH SWITCHED AND INITIATED CHANGE	35	18	17	11	11	7	6	32	1	2	**	7	10	11	15	18
	3%	3%	3%	3%	3%	3%	2%	3%	1%	3%	**	3%	2%	3%	4%	2%
								b								
NEITHER	966	474	486	262	267	198	225	805	89	46	**	167	374	251	282	526
	72%	69%	75%	70%	71%	72%	76%	71%	76%	68%	**	69%	72%	72%	69%	72%
			a				ab									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		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	1815	84	1078	192	970	712	450	155	113	1815	-	1815	-	1108	707	274
Effective Weighted Sample	1445	50	975	128	879	616	363	117	87	1445	-	1445	-	885	560	216
Total	882	56	522	106	472	351	227	70	55	882	-	882	-	539	344	133
SWITCHED IN LAST 12 MONTHS	133	**	56	13	48	45	17	12	8	133	**	133	**	133	-	133
	15%	**	11%	12%	10%	13%	8%	18%	14%	15%	**	15%	**	25%	-%	100%
						b		b	b					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	56	**	25	9	21	22	7	10	5	56	**	56	**	42	14	15
	6%	**	5%	8%	4%	6%	3%	14%	9%	6%	**	6%	**	8%	4%	12%
				b		b		ab	b					b		ab
NEITHER	709	**	445	86	405	289	203	50	42	709	**	709	**	379	330	-
	80%	**	85%	81%	86%	82%	89%	71%	77%	80%	**	80%	**	70%	96%	-%
						c	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.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1815	292	1157	401	1048	881	568	215	151	275	543	323	495
Effective Weighted Sample	1445	245	1036	341	939	776	499	181	134	219	501	263	457
Total	882	106	547	154	498	397	256	88	66	136	311	164	283
SWITCHED IN LAST 12 MONTHS	133	17	59	24	52	56	20	17	10	15	33	19	29
	15%	16%	11%	16%	10%	14%	8%	20%	15%	11%	11%	12%	10%
		b		b		b		ab	b				
CURRENTLY LOOKING FOR A NEW DEAL	56	6	28	11	23	24	9	10	5	6	18	10	15
	6%	6%	5%	7%	5%	6%	4%	11%	8%	5%	6%	6%	5%
						b		ab	b				
NEITHER	709	84	464	121	427	321	227	63	51	116	262	137	241
	80%	79%	85%	79%	86%	81%	89%	72%	77%	85%	84%	84%	85%
			a		a	c	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1815	362	456	71	39	129	283	16	13	818	412	1413	402
Effective Weighted Sample	1445	328	393	57	34	102	219	12	10	720	321	1160	291
Total	882	196	251	32	19	55	122	8	7	447	178	681	201
SWITCHED IN LAST 12 MONTHS	133	27	21	**	**	7	16	**	**	48	23	111	22
	15%	14%	8%	**	**	12%	13%	**	**	11%	13%	16%	11%
		b										b	
CURRENTLY LOOKING FOR A NEW DEAL	56	12	13	**	**	4	7	**	**	24	11	47	9
	6%	6%	5%	**	**	7%	6%	**	**	5%	6%	7%	4%
NEITHER	709	159	219	**	**	46	99	**	**	378	145	538	171
	80%	81%	87%	**	**	84%	81%	**	**	85%	82%	79%	85%
			a										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1815	619	454	-	89	653	232	702	616	1550	263	60	580	666	567
Effective Weighted Sample	1445	587	438	-	77	447	162	568	508	1236	210	44	441	549	457
Total	882	238	283	-	28	334	98	338	327	763	118	28	256	351	274
SWITCHED IN LAST 12 MONTHS	133	26	30	**	**	73	29	61	36	126	7	**	58	47	27
	15%	11%	11%	**	**	22%	30%	18%	11%	16%	6%	**	23%	13%	10%
						ab	bcde	ce	e	ce			bc		
CURRENTLY LOOKING FOR A NEW DEAL	56	10	14	**	**	28	9	32	14	55	1	**	25	25	5
	6%	4%	5%	**	**	8%	9%	9%	4%	7%	1%	**	10%	7%	2%
						ab	ce	ce	e	ce			c	c	
NEITHER	709	203	241	**	**	244	62	256	279	597	111	**	181	284	243
	80%	86%	85%	**	**	73%	64%	76%	85%	78%	94%	**	71%	81%	89%
		e	e					a	abd	a	abcd			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1815	875	928	517	547	358	368	1524	150	93	48	302	675	523	518	1033
Effective Weighted Sample	1445	691	748	441	436	271	284	1210	113	80	43	239	531	453	388	858
Total	882	439	439	259	261	176	171	742	71	45	23	151	325	255	247	503
SWITCHED IN LAST 12 MONTHS	133	69	64	45	35	26	26	113	11	**	**	25	47	34	39	72
	15%	16%	15%	17%	13%	14%	15%	15%	16%	**	**	16%	14%	13%	16%	14%
CURRENTLY LOOKING FOR A NEW DEAL	56	31	25	13	16	15	9	49	3	**	**	11	20	16	17	29
	6%	7%	6%	5%	6%	8%	5%	7%	4%	**	**	7%	6%	6%	7%	6%
NEITHER	709	349	356	204	214	141	139	595	57	**	**	120	263	208	197	409
	80%	79%	81%	79%	82%	80%	81%	80%	80%	**	**	79%	81%	81%	80%	81%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		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	1815	84	1078	192	970	712	450	155	113	1815	-	1815	-	1108	707	274
Effective Weighted Sample	1445	50	975	128	879	616	363	117	87	1445	-	1445	-	885	560	216
Total	882	56	522	106	472	351	227	70	55	882	-	882	-	539	344	133
SWITCHED ONLY	117	**	49	11	42	37	15	9	6	117	**	117	**	117	-	117
	13%	**	9%	10%	9%	11%	7%	13%	10%	13%	**	13%	**	22%	-%	88%
						b		b						b		ab
INITIATED CHANGE ONLY	110	**	61	11	56	46	21	10	6	110	**	110	**	63	47	-
	12%	**	12%	10%	12%	13%	9%	14%	12%	12%	**	12%	**	12%	14%	-%
						b								c	c	
BOTH SWITCHED AND INITIATED CHANGE	16	**	7	2	6	7	2	4	2	16	**	16	**	16	-	16
	2%	**	1%	2%	1%	2%	1%	5%	4%	2%	**	2%	**	3%	-%	12%
								ab	b					b		ab
NEITHER	640	**	405	83	367	261	189	48	41	640	**	640	**	343	297	-
	73%	**	77%	78%	78%	74%	83%	68%	74%	73%	**	73%	**	64%	86%	-%
							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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1815	292	1157	401	1048	881	568	215	151	275	543	323	495
Effective Weighted Sample	1445	245	1036	341	939	776	499	181	134	219	501	263	457
Total	882	106	547	154	498	397	256	88	66	136	311	164	283
SWITCHED ONLY	117	14	52	21	44	46	19	13	8	12	28	16	23
	13%	13%	9%	13%	9%	12%	8%	15%	12%	9%	9%	10%	8%
				b		b		b					
INITIATED CHANGE ONLY	110	15	65	21	59	53	27	11	8	14	40	19	35
	12%	14%	12%	13%	12%	13%	11%	13%	11%	10%	13%	12%	12%
BOTH SWITCHED AND INITIATED CHANGE	16	3	8	3	8	10	1	4	2	3	6	3	6
	2%	3%	1%	2%	2%	3%	*%	4%	3%	2%	2%	2%	2%
		b				b		b	b				
NEITHER	640	74	422	110	386	288	208	59	49	107	237	126	219
	73%	70%	77%	71%	78%	73%	81%	68%	73%	79%	76%	77%	77%
			a		a		acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1815	362	456	71	39	129	283	16	13	818	412	1413	402
Effective Weighted Sample	1445	328	393	57	34	102	219	12	10	720	321	1160	291
Total	882	196	251	32	19	55	122	8	7	447	178	681	201
SWITCHED ONLY	117	20	19	**	**	4	15	**	**	39	20	97	20
	13%	10%	7%	**	**	8%	12%	**	**	9%	11%	14%	10%
												b	
INITIATED CHANGE ONLY	110	28	26	**	**	6	20	**	**	54	25	86	24
	12%	14%	10%	**	**	10%	16%	**	**	12%	14%	13%	12%
BOTH SWITCHED AND INITIATED CHANGE	16	7	2	**	**	2	1	**	**	9	3	14	2
	2%	3%	1%	**	**	4%	1%	**	**	2%	2%	2%	1%
		b				b							
NEITHER	640	141	204	**	**	43	86	**	**	345	129	484	155
	73%	72%	81%	**	**	78%	70%	**	**	77%	73%	71%	77%
			a										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1815	619	454	-	89	653	232	702	616	1550	263	60	580	666	567
Effective Weighted Sample	1445	587	438	-	77	447	162	568	508	1236	210	44	441	549	457
Total	882	238	283	-	28	334	98	338	327	763	118	28	256	351	274
SWITCHED ONLY	117	24	25	**	**	65	25	55	32	111	6	**	50	43	24
	13%	10%	9%	**	**	20%	25%	16%	10%	15%	5%	**	20%	12%	9%
						ab	bcde	ce	e	ce			bc		
INITIATED CHANGE ONLY	110	26	35	**	**	44	13	45	41	99	11	**	33	46	31
	12%	11%	13%	**	**	13%	13%	13%	13%	13%	9%	**	13%	13%	11%
BOTH SWITCHED AND INITIATED CHANGE	16	2	5	**	**	8	4	6	5	15	1	**	8	4	3
	2%	1%	2%	**	**	2%	4%	2%	1%	2%	*%	**	3%	1%	1%
						a	bcde						bc		
NEITHER	640	186	218	**	**	217	56	233	249	538	101	**	165	258	216
	73%	78%	77%	**	**	65%	58%	69%	76%	71%	85%	**	64%	73%	79%
		e	e					a	abd	a	abcd			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1815	875	928	517	547	358	368	1524	150	93	48	302	675	523	518	1033
Effective Weighted Sample	1445	691	748	441	436	271	284	1210	113	80	43	239	531	453	388	858
Total	882	439	439	259	261	176	171	742	71	45	23	151	325	255	247	503
SWITCHED ONLY	117	60	57	38	31	23	22	99	11	**	**	22	42	29	33	63
	13%	14%	13%	15%	12%	13%	13%	13%	16%	**	**	15%	13%	11%	13%	13%
INITIATED CHANGE ONLY	110	63	46	33	35	20	18	92	7	**	**	18	43	35	29	68
	12%	14%	10%	13%	13%	11%	11%	12%	10%	**	**	12%	13%	14%	12%	13%
		b														
BOTH SWITCHED AND INITIATED CHANGE	16	9	7	6	4	2	3	14	*	**	**	2	5	6	6	9
	2%	2%	2%	2%	1%	1%	2%	2%	*%	**	**	2%	1%	2%	3%	2%
NEITHER	640	307	329	181	191	130	127	538	53	**	**	108	234	186	179	363
	73%	70%	75%	70%	73%	74%	74%	72%	75%	**	**	72%	72%	73%	72%	72%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		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	1815	84	1078	192	970	712	450	155	113	1815	-	1815	-	1108	707	274
Effective Weighted Sample	1445	50	975	128	879	616	363	117	87	1445	-	1445	-	885	560	216
Total	882	56	522	106	472	351	227	70	55	882	-	882	-	539	344	133
Received a discount	70	**	41	5	38	30	12	7	4	70	**	70	**	40	30	8
	8%	**	8%	5%	8%	9%	5%	11%	8%	8%	**	8%	**	7%	9%	6%
						b		b								
Added extra or improved services	45	**	23	6	21	18	10	5	3	45	**	45	**	30	15	7
	5%	**	4%	6%	5%	5%	4%	7%	6%	5%	**	5%	**	6%	4%	5%
Reduced or downgraded services	28	**	16	3	14	15	3	6	4	28	**	28	**	16	12	3
	3%	**	3%	3%	3%	4%	1%	8%	7%	3%	**	3%	**	3%	3%	2%
						b		ab	b							
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	125	**	69	13	63	53	23	13	9	125	**	125	**	78	47	16
	14%	**	13%	12%	13%	15%	10%	19%	16%	14%	**	14%	**	15%	14%	12%
						b		b								
ALL 3 CHANGES	1	**	1	-	1	1	-	-	-	1	**	1	**	-	1	-
	*%	**	*%	-%	*%	*%	-%	-%	-%	*%	**	*%	**	-%	*%	-%
															a	
DISCOUNT AND EXTRA SERVICES	7	**	6	-	6	4	2	2	1	7	**	7	**	4	2	1
	1%	**	1%	-%	1%	1%	1%	2%	2%	1%	**	1%	**	1%	1%	*%
DISCOUNT AND REDUCED SERVICES	6	**	4	2	3	3	1	3	1	6	**	6	**	3	3	1
	1%	**	1%	1%	1%	1%	1%	5%	2%	1%	**	1%	**	1%	1%	1%
								ab								
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	-	1	1	-	-	-	1	**	1	**	1	-	*
	*%	**	*%	-%	*%	*%	-%	-%	-%	*%	**	*%	**	*%	-%	*%
DISCOUNT ONLY	55	**	31	4	28	22	10	2	2	55	**	55	**	33	22	6
	6%	**	6%	3%	6%	6%	4%	4%	3%	6%	**	6%	**	6%	6%	5%
EXTRA SERVICES ONLY	35	**	16	6	14	12	8	3	2	35	**	35	**	25	11	6
	4%	**	3%	6%	3%	4%	4%	5%	4%	4%	**	4%	**	5%	3%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		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	1815	84	1078	192	970	712	450	155	113	1815	-	1815	-	1108	707	274
Effective Weighted Sample	1445	50	975	128	879	616	363	117	87	1445	-	1445	-	885	560	216
Total	882	56	522	106	472	351	227	70	55	882	-	882	-	539	344	133
REDUCED SERVICES ONLY	19	**	11	2	10	10	2	2	2	19	**	19	**	12	7	1
	2%	**	2%	2%	2%	3%	1%	3%	4%	2%	**	2%	**	2%	2%	1%
						b		b	b							
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	757	**	454	93	409	298	204	56	46	757	**	757	**	460	297	117
	86%	**	87%	88%	87%	85%	90%	81%	84%	86%	**	86%	**	85%	86%	88%
							ac									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1815	292	1157	401	1048	881	568	215	151	275	543	323	495
Effective Weighted Sample	1445	245	1036	341	939	776	499	181	134	219	501	263	457
Total	882	106	547	154	498	397	256	88	66	136	311	164	283
Received a discount	70	9	44	12	41	36	17	8	5	9	29	11	27
	8%	8%	8%	8%	8%	9%	7%	9%	8%	7%	9%	7%	10%
Added extra or improved services	45	8	25	11	22	24	9	6	4	6	13	8	12
	5%	8%	4%	7%	4%	6%	4%	7%	5%	5%	4%	5%	4%
		b		b				b					
Reduced or downgraded services	28	4	17	6	15	16	5	5	3	5	11	7	9
	3%	4%	3%	4%	3%	4%	2%	6%	5%	4%	3%	4%	3%
								b					
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	125	18	73	24	67	63	28	15	10	17	46	22	41
	14%	17%	13%	16%	14%	16%	11%	17%	15%	13%	15%	13%	14%
						b		b					
ALL 3 CHANGES	1	1	1	1	1	1	*	-	-	-	1	-	1
	*%	1%	*%	1%	*%	*%	*%	-%	-%	-%	*%	-%	*%
		b											
DISCOUNT AND EXTRA SERVICES	7	1	6	1	6	5	1	2	1	1	2	1	2
	1%	1%	1%	*%	1%	1%	1%	2%	2%	1%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	6	1	4	2	3	3	2	2	1	2	3	2	3
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	*	1	*	1	1	-	*	-	*	1	*	1
	*%	*%	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%	*%
DISCOUNT ONLY	55	7	33	9	31	26	14	4	3	6	24	7	22
	6%	6%	6%	6%	6%	7%	5%	5%	5%	4%	8%	5%	8%
EXTRA SERVICES ONLY	35	6	17	9	15	16	8	4	2	5	10	7	8
	4%	6%	3%	6%	3%	4%	3%	5%	4%	4%	3%	4%	3%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1815	292	1157	401	1048	881	568	215	151	275	543	323	495
Effective Weighted Sample	1445	245	1036	341	939	776	499	181	134	219	501	263	457
Total	882	106	547	154	498	397	256	88	66	136	311	164	283
REDUCED SERVICES ONLY	19	2	12	3	11	10	4	3	3	3	6	4	5
	2%	2%	2%	2%	2%	3%	1%	3%	4%	2%	2%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	757	88	474	130	431	334	227	73	57	119	265	142	242
	86%	83%	87%	84%	86%	84%	89%	83%	85%	87%	85%	87%	86%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1815	362	456	71	39	129	283	16	13	818	412	1413	402
Effective Weighted Sample	1445	328	393	57	34	102	219	12	10	720	321	1160	291
Total	882	196	251	32	19	55	122	8	7	447	178	681	201
Received a discount	70	21	17	**	**	3	8	**	**	38	12	55	15
	8%	11%	7%	**	**	6%	7%	**	**	9%	7%	8%	7%
		b											
Added extra or improved services	45	13	7	**	**	4	12	**	**	20	16	37	8
	5%	7%	3%	**	**	8%	10%	**	**	4%	9%	5%	4%
		b									a		
Reduced or downgraded services	28	9	7	**	**	2	2	**	**	16	4	23	5
	3%	5%	3%	**	**	3%	2%	**	**	4%	2%	3%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	125	35	28	**	**	8	21	**	**	63	29	100	26
	14%	18%	11%	**	**	14%	17%	**	**	14%	16%	15%	13%
		b											
ALL 3 CHANGES	1	1	-	**	**	-	*	**	**	1	*	1	-
	*%	*%	-%	**	**	-%	*%	**	**	*%	*%	*%	-%
DISCOUNT AND EXTRA SERVICES	7	2	*	**	**	1	2	**	**	3	3	6	1
	1%	1%	*%	**	**	2%	1%	**	**	1%	2%	1%	1%
DISCOUNT AND REDUCED SERVICES	6	3	2	**	**	*	-	**	**	5	*	5	1
	1%	2%	1%	**	**	1%	-%	**	**	1%	*%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	**	**	-	-	**	**	1	-	1	-
	*%	1%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT ONLY	55	15	15	**	**	2	7	**	**	29	8	42	13
	6%	8%	6%	**	**	3%	5%	**	**	7%	5%	6%	6%
EXTRA SERVICES ONLY	35	9	6	**	**	3	10	**	**	15	13	29	7
	4%	4%	3%	**	**	6%	8%	**	**	3%	8%	4%	3%
											a		
REDUCED SERVICES ONLY	19	4	5	**	**	1	2	**	**	9	4	15	4
	2%	2%	2%	**	**	2%	2%	**	**	2%	2%	2%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1815	362	456	71	39	129	283	16	13	818	412	1413	402
Effective Weighted Sample	1445	328	393	57	34	102	219	12	10	720	321	1160	291
Total	882	196	251	32	19	55	122	8	7	447	178	681	201
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	757	161	223	**	**	47	101	**	**	384	149	581	176
	86%	82%	89%	**	**	86%	83%	**	**	86%	84%	85%	87%
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1815	619	454	-	89	653	232	702	616	1550	263	60	580	666	567
Effective Weighted Sample	1445	587	438	-	77	447	162	568	508	1236	210	44	441	549	457
Total	882	238	283	-	28	334	98	338	327	763	118	28	256	351	274
Received a discount	70	15	26	**	**	26	11	30	24	64	5	**	24	28	17
	8%	6%	9%	**	**	8%	11%	9%	7%	8%	4%	**	9%	8%	6%
							e	e		e					
Added extra or improved services	45	12	11	**	**	20	3	20	18	41	4	**	12	20	13
	5%	5%	4%	**	**	6%	3%	6%	5%	5%	3%	**	5%	6%	5%
Reduced or downgraded services	28	6	9	**	**	11	4	12	9	25	4	**	12	9	7
	3%	3%	3%	**	**	3%	4%	4%	3%	3%	3%	**	5%	3%	3%
													bc		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	125	28	41	**	**	52	17	51	46	114	11	**	41	50	34
	14%	12%	14%	**	**	15%	17%	15%	14%	15%	10%	**	16%	14%	13%
						a	e	e		e					
ALL 3 CHANGES	1	-	1	**	**	1	-	1	-	1	-	**	1	1	-
	*%	-%	*%	**	**	*%	-%	*%	-%	*%	-%	**	*%	*%	-%
DISCOUNT AND EXTRA SERVICES	7	4	1	**	**	1	*	4	2	6	*	**	2	4	1
	1%	2%	1%	**	**	*%	*%	1%	1%	1%	*%	**	1%	1%	*%
		e													
DISCOUNT AND REDUCED SERVICES	6	1	3	**	**	2	1	3	1	5	1	**	4	1	1
	1%	*%	1%	**	**	1%	1%	1%	*%	1%	1%	**	1%	*%	*%
													b		
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	**	**	*	-	*	1	1	-	**	*	-	1
	*%	-%	*%	**	**	*%	-%	*%	*%	*%	-%	**	*%	-%	*%
DISCOUNT ONLY	55	10	21	**	**	22	10	21	21	51	4	**	17	22	15
	6%	4%	8%	**	**	7%	10%	6%	6%	7%	3%	**	7%	6%	6%
			a				e		e	e					
EXTRA SERVICES ONLY	35	8	8	**	**	18	3	14	15	32	4	**	9	16	11
	4%	3%	3%	**	**	5%	3%	4%	5%	4%	3%	**	3%	4%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1815	619	454	-	89	653	232	702	616	1550	263	60	580	666	567
Effective Weighted Sample	1445	587	438	-	77	447	162	568	508	1236	210	44	441	549	457
Total	882	238	283	-	28	334	98	338	327	763	118	28	256	351	274
REDUCED SERVICES ONLY	19	5	5	**	**	8	3	7	7	17	2	**	7	7	5
	2%	2%	2%	**	**	2%	3%	2%	2%	2%	2%	**	3%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	757	210	243	**	**	282	81	287	281	649	107	**	215	300	240
	86%	88%	86%	**	**	85%	83%	85%	86%	85%	90%	**	84%	86%	87%
		e									abd				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1815	875	928	517	547	358	368	1524	150	93	48	302	675	523	518	1033
Effective Weighted Sample	1445	691	748	441	436	271	284	1210	113	80	43	239	531	453	388	858
Total	882	439	439	259	261	176	171	742	71	45	23	151	325	255	247	503
Received a discount	70	43	27	23	20	13	12	59	5	**	**	12	25	26	18	44
	8%	10%	6%	9%	8%	8%	7%	8%	7%	**	**	8%	8%	10%	7%	9%
		b														
Added extra or improved services	45	25	19	15	15	6	8	39	2	**	**	5	18	14	12	27
	5%	6%	4%	6%	6%	4%	4%	5%	3%	**	**	3%	6%	5%	5%	5%
Reduced or downgraded services	28	18	10	6	10	6	6	24	2	**	**	5	12	8	8	18
	3%	4%	2%	2%	4%	3%	3%	3%	3%	**	**	3%	4%	3%	3%	4%
		b														
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	125	72	53	39	39	22	22	106	7	**	**	21	48	40	35	77
	14%	16%	12%	15%	15%	13%	13%	14%	10%	**	**	14%	15%	16%	14%	15%
		b														
ALL 3 CHANGES	1	1	-	*	1	*	-	1	-	**	**	-	1	*	1	1
	*%	*%	-%	*%	*%	*%	-%	*%	-%	**	**	-%	*%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	7	5	1	3	2	1	1	6	1	**	**	*	2	4	1	5
	1%	1%	*%	1%	1%	1%	*%	1%	2%	**	**	*%	1%	1%	*%	1%
		b														
DISCOUNT AND REDUCED SERVICES	6	5	2	1	2	1	2	6	1	**	**	1	2	3	1	5
	1%	1%	*%	1%	1%	1%	1%	1%	1%	**	**	1%	1%	1%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	1	*	-	-	-	*	1	-	**	**	-	1	-	-	1
	*%	*%	*%	-%	-%	-%	*%	*%	-%	**	**	-%	*%	-%	-%	*%
DISCOUNT ONLY	55	31	24	19	15	11	9	46	3	**	**	10	20	19	15	33
	6%	7%	5%	7%	6%	6%	5%	6%	4%	**	**	7%	6%	8%	6%	7%
EXTRA SERVICES ONLY	35	18	18	12	12	5	6	30	1	**	**	5	14	10	11	21
	4%	4%	4%	5%	5%	3%	4%	4%	1%	**	**	3%	4%	4%	4%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1815	875	928	517	547	358	368	1524	150	93	48	302	675	523	518	1033
Effective Weighted Sample	1445	691	748	441	436	271	284	1210	113	80	43	239	531	453	388	858
Total	882	439	439	259	261	176	171	742	71	45	23	151	325	255	247	503
REDUCED SERVICES ONLY	19	11	8	4	7	4	3	16	1	**	**	4	8	5	7	11
	2%	2%	2%	2%	3%	2%	2%	2%	2%	**	**	3%	2%	2%	3%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	757	367	386	220	222	154	149	636	64	**	**	131	277	215	212	427
	86%	84%	88% a	85%	85%	87%	87%	86%	90%	**	**	86%	85%	84%	86%	85%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		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	1815	84	1078	192	970	712	450	155	113	1815	-	1815	-	1108	707	274
Effective Weighted Sample	1445	50	975	128	879	616	363	117	87	1445	-	1445	-	885	560	216
Total	882	56	522	106	472	351	227	70	55	882	-	882	-	539	344	133
Received a discount	40	**	18	7	15	16	7	4	2	40	**	40	**	27	13	8
	4%	**	3%	7%	3%	4%	3%	5%	4%	4%	**	4%	**	5%	4%	6%
				b												
Added extra or improved services	19	**	10	3	8	10	1	2	2	19	**	19	**	17	3	4
	2%	**	2%	3%	2%	3%	1%	3%	3%	2%	**	2%	**	3%	1%	3%
						b		b	b					b		b
Reduced or downgraded services	4	**	2	1	2	3	*	1	1	4	**	4	**	3	*	1
	*%	**	*%	1%	*%	1%	*%	2%	1%	*%	**	*%	**	1%	*%	1%
								b								
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	59	**	28	10	24	25	9	6	3	59	**	59	**	44	15	13
	7%	**	5%	10%	5%	7%	4%	8%	6%	7%	**	7%	**	8%	4%	10%
				b		b								b		b
DISCOUNT AND EXTRA SERVICES	2	**	1	1	1	1	-	1	1	2	**	2	**	2	1	-
	*%	**	*%	1%	*%	*%	-%	1%	1%	*%	**	*%	**	*%	*%	-%
									b							
DISCOUNT AND REDUCED SERVICES	2	**	1	1	1	2	-	1	1	2	**	2	**	1	*	-
	*%	**	*%	1%	*%	*%	-%	2%	1%	*%	**	*%	**	*%	*%	-%
								b	b							
DISCOUNT ONLY	36	**	16	6	14	13	7	2	1	36	**	36	**	24	12	8
	4%	**	3%	6%	3%	4%	3%	3%	2%	4%	**	4%	**	4%	3%	6%
EXTRA SERVICES ONLY	17	**	8	2	8	8	1	2	1	17	**	17	**	15	2	4
	2%	**	2%	2%	2%	2%	1%	3%	2%	2%	**	2%	**	3%	1%	3%
						b								b		b
REDUCED SERVICES ONLY	2	**	1	1	1	1	*	*	-	2	**	2	**	2	-	1
	*%	**	*%	1%	*%	*%	*%	*%	-%	*%	**	*%	**	*%	-%	1%
																b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		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	1815	84	1078	192	970	712	450	155	113	1815	-	1815	-	1108	707	274
Effective Weighted Sample	1445	50	975	128	879	616	363	117	87	1445	-	1445	-	885	560	216
Total	882	56	522	106	472	351	227	70	55	882	-	882	-	539	344	133
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	823	**	495	96	448	326	218	64	52	823	**	823	**	495	329	120
	93%	**	95%	90%	95%	93%	96%	92%	94%	93%	**	93%	**	92%	96%	90%
					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.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1815	292	1157	401	1048	881	568	215	151	275	543	323	495
Effective Weighted Sample	1445	245	1036	341	939	776	499	181	134	219	501	263	457
Total	882	106	547	154	498	397	256	88	66	136	311	164	283
Received a discount	40	3	19	6	16	16	6	6	4	8	13	11	9
	4%	3%	3%	4%	3%	4%	2%	7%	6%	6%	4%	7%	3%
								b	b			b	
Added extra or improved services	19	3	10	4	9	11	2	3	1	4	6	4	5
	2%	3%	2%	3%	2%	3%	1%	3%	2%	3%	2%	3%	2%
						b		b					
Reduced or downgraded services	4	1	2	2	1	3	*	1	*	1	2	2	1
	*%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%
				b									
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	59	6	29	10	26	27	8	8	4	11	19	15	15
	7%	6%	5%	6%	5%	7%	3%	9%	6%	8%	6%	9%	5%
						b		b				b	
DISCOUNT AND EXTRA SERVICES	2	-	1	1	1	1	-	1	1	1	1	1	-
	*%	-%	*%	*%	*%	*%	-%	1%	2%	*%	*%	1%	-%
								ab	ab			b	
DISCOUNT AND REDUCED SERVICES	2	1	*	1	*	2	-	*	*	1	*	1	*
	*%	1%	*%	1%	*%	*%	-%	1%	1%	1%	*%	1%	*%
		b		b									
DISCOUNT ONLY	36	2	17	4	15	13	6	4	2	6	12	9	9
	4%	2%	3%	3%	3%	3%	2%	5%	3%	5%	4%	6%	3%
EXTRA SERVICES ONLY	17	3	9	3	9	10	2	1	-	3	5	3	5
	2%	3%	2%	2%	2%	3%	1%	1%	-%	2%	2%	2%	2%
						bd							
REDUCED SERVICES ONLY	2	-	2	1	1	1	*	*	-	-	1	1	1
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1815	292	1157	401	1048	881	568	215	151	275	543	323	495
Effective Weighted Sample	1445	245	1036	341	939	776	499	181	134	219	501	263	457
Total	882	106	547	154	498	397	256	88	66	136	311	164	283
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	823	100	517	145	472	369	248	80	63	125	292	148	268
	93%	94%	95%	94%	95%	93%	97%	91%	94%	92%	94%	91%	95%
							ac						a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1815	362	456	71	39	129	283	16	13	818	412	1413	402
Effective Weighted Sample	1445	328	393	57	34	102	219	12	10	720	321	1160	291
Total	882	196	251	32	19	55	122	8	7	447	178	681	201
Received a discount	40	10	11	**	**	2	3	**	**	21	4	34	6
	4%	5%	4%	**	**	3%	2%	**	**	5%	2%	5%	3%
Added extra or improved services	19	8	1	**	**	1	2	**	**	9	3	17	2
	2%	4%	*%	**	**	2%	1%	**	**	2%	1%	2%	1%
		b											
Reduced or downgraded services	4	2	1	**	**	-	-	**	**	3	-	4	-
	*%	1%	*%	**	**	-%	-%	**	**	1%	-%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	59	18	12	**	**	3	4	**	**	30	7	51	8
	7%	9%	5%	**	**	5%	3%	**	**	7%	4%	7%	4%
		b								b		b	
DISCOUNT AND EXTRA SERVICES	2	1	-	**	**	-	-	**	**	1	-	2	-
	*%	1%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT AND REDUCED SERVICES	2	1	*	**	**	-	-	**	**	2	-	2	-
	*%	1%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT ONLY	36	8	11	**	**	2	3	**	**	18	4	30	6
	4%	4%	4%	**	**	3%	2%	**	**	4%	2%	4%	3%
EXTRA SERVICES ONLY	17	7	1	**	**	1	2	**	**	8	3	15	2
	2%	4%	*%	**	**	2%	1%	**	**	2%	1%	2%	1%
		b											
REDUCED SERVICES ONLY	2	1	*	**	**	-	-	**	**	1	-	2	-
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	823	178	239	**	**	53	118	**	**	417	171	630	193
	93%	91%	95%	**	**	95%	97%	**	**	93%	96%	93%	96%
			a								a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1815	619	454	-	89	653	232	702	616	1550	263	60	580	666	567
Effective Weighted Sample	1445	587	438	-	77	447	162	568	508	1236	210	44	441	549	457
Total	882	238	283	-	28	334	98	338	327	763	118	28	256	351	274
Received a discount	40 4%	6 3%	11 4%	** **	** **	20 6% a	7 7% c	19 6% c	7 2%	33 4% c	6 5% c	** **	15 6% c	15 4%	9 3%
Added extra or improved services	19 2%	5 2%	5 2%	** **	** **	9 3%	4 4% ce	11 3% ce	4 1%	19 2%	1 1%	** **	10 4% c	8 2% c	2 1%
Reduced or downgraded services	4 *%	1 *%	1 *%	** **	** **	1 *%	* *%	2 1%	1 *%	4 *%	- -%	** **	3 1% b	- -%	1 *%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	59 7%	11 4%	16 6%	** **	** **	29 9% a	10 10% c	30 9% c	12 4%	52 7% c	7 6%	** **	24 9% c	23 7%	12 4%
DISCOUNT AND EXTRA SERVICES	2 *%	1 *%	1 *%	** **	** **	1 *%	1 1% c	1 *%	- -%	2 *%	- -%	** **	2 1% bc	- -%	- -%
DISCOUNT AND REDUCED SERVICES	2 *%	* *%	- -%	** **	** **	1 *%	- -%	2 *%	- -%	2 *%	- -%	** **	2 1% b	- -%	- -%
DISCOUNT ONLY	36 4%	5 2%	10 4%	** **	** **	19 6% a	6 6% c	16 5% c	7 2%	30 4%	6 5% c	** **	11 4%	15 4%	9 3%
EXTRA SERVICES ONLY	17 2%	4 2%	4 1%	** **	** **	8 2%	3 3%	10 3% c	4 1%	16 2%	1 1%	** **	8 3% c	8 2% c	2 1%
REDUCED SERVICES ONLY	2 *%	* *%	1 *%	** **	** **	1 *%	* *%	1 *%	1 *%	2 *%	- -%	** **	1 1%	- -%	1 *%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1815	619	454	-	89	653	232	702	616	1550	263	60	580	666	567
Effective Weighted Sample	1445	587	438	-	77	447	162	568	508	1236	210	44	441	549	457
Total	882	238	283	-	28	334	98	338	327	763	118	28	256	351	274
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	823	227	267	**	**	305	88	308	314	711	111	**	232	328	263
	93%	96%	94%	**	**	91%	90%	91%	96%	93%	94%	**	91%	93%	96%
		e							abd						a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1815	875	928	517	547	358	368	1524	150	93	48	302	675	523	518	1033
Effective Weighted Sample	1445	691	748	441	436	271	284	1210	113	80	43	239	531	453	388	858
Total	882	439	439	259	261	176	171	742	71	45	23	151	325	255	247	503
Received a discount	40	20	19	11	9	13	7	33	5	**	**	12	17	7	16	19
	4%	5%	4%	4%	3%	7%	4%	4%	7%	**	**	8%	5%	3%	7%	4%
						b						c			b	
Added extra or improved services	19	12	8	7	5	4	4	16	*	**	**	3	7	5	4	9
	2%	3%	2%	3%	2%	2%	2%	2%	1%	**	**	2%	2%	2%	2%	2%
Reduced or downgraded services	4	3	1	2	1	1	*	3	*	**	**	*	2	1	1	2
	*%	1%	*%	1%	*%	*%	*%	*%	*%	**	**	*%	1%	*%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	59	32	27	18	14	16	11	48	6	**	**	14	25	13	21	28
	7%	7%	6%	7%	5%	9%	6%	6%	8%	**	**	9%	8%	5%	8%	6%
						b						c			b	
DISCOUNT AND EXTRA SERVICES	2	2	1	1	-	1	*	2	-	**	**	1	1	1	-	2
	*%	*%	*%	*%	-%	1%	*%	*%	-%	**	**	1%	*%	*%	-%	*%
						b										
DISCOUNT AND REDUCED SERVICES	2	2	-	1	1	-	-	2	-	**	**	*	1	-	1	*
	*%	*%	-%	*%	*%	-%	-%	*%	-%	**	**	*%	*%	-%	*%	*%
DISCOUNT ONLY	36	17	18	10	8	11	7	29	5	**	**	11	15	7	15	17
	4%	4%	4%	4%	3%	7%	4%	4%	7%	**	**	7%	5%	3%	6%	3%
						b						c			b	
EXTRA SERVICES ONLY	17	10	7	6	5	2	3	14	*	**	**	2	6	5	4	7
	2%	2%	2%	2%	2%	1%	2%	2%	1%	**	**	1%	2%	2%	2%	1%
REDUCED SERVICES ONLY	2	1	1	1	*	1	*	1	*	**	**	-	1	1	-	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	**	**	-%	*%	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	823	407	412	241	247	160	160	695	66	**	**	137	300	242	226	476
	93%	93%	94%	93%	95%	91%	94%	94%	92%	**	**	91%	92%	95%	92%	94%
					c									a		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
SWITCHED IN LAST 12 MONTHS	140	9	93	24	77	95	6	79	64	103	20	112	11	84	39	31
	13%	17%	11%	16%	11%	18%	2%	84%	85%	13%	11%	13%	11%	14%	10%	25%
				b		b		ab	ab					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	66	2	47	9	39	35	14	6	3	52	8	56	4	40	20	10
	6%	4%	6%	6%	5%	6%	4%	7%	4%	6%	4%	6%	4%	7%	5%	8%
						b										
NEITHER	878	42	698	125	614	414	325	13	10	651	155	716	90	488	318	86
	82%	79%	84%	80%	84%	77%	94%	13%	14%	81%	85%	82%	87%	81%	85%	70%
						cd	acd				a		a	c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
SWITCHED IN LAST 12 MONTHS	140	35	105	53	86	140	-	140	103	24	45	34	36
	13%	20%	12%	18%	11%	22%	-%	100%	100%	15%	10%	15%	9%
		b		b		b		ab	ab	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	66	14	52	22	44	45	20	10	4	12	30	17	25
	6%	8%	6%	7%	6%	7%	5%	7%	4%	7%	6%	8%	6%
						b							
NEITHER	878	131	748	222	657	465	414	-	-	129	402	175	357
	82%	74%	83%	76%	84%	73%	95%	-%	-%	79%	85%	79%	86%
			a		a	cd	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
SWITCHED IN LAST 12 MONTHS	140	45	25	31	**	12	24	**	**	69	36	117	23
	13%	16%	7%	66%	**	15%	15%	**	**	11%	15%	14%	9%
		b		ab							a	b	
CURRENTLY LOOKING FOR A NEW DEAL	66	21	21	4	**	4	5	**	**	42	10	55	11
	6%	7%	6%	8%	**	5%	3%	**	**	7%	4%	7%	4%
										b		b	
NEITHER	878	220	311	14	**	67	130	**	**	532	197	645	234
	82%	78%	88%	29%	**	80%	82%	**	**	83%	81%	80%	88%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
SWITCHED IN LAST 12 MONTHS	140	49	33	3	22	34	13	68	44	125	14	3	54	54	32
	13%	14%	9%	6%	14%	20%	22%	17%	11%	14%	7%	6%	22%	13%	8%
		bc			bc	abcd	cdef	cef	e	cef			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	66	18	23	2	9	14	5	35	20	61	5	1	21	32	13
	6%	5%	6%	4%	6%	8%	9%	9%	5%	7%	3%	2%	9%	8%	3%
							cef	cef		cef			c	c	
NEITHER	878	273	300	53	134	127	43	311	350	703	172	44	177	342	356
	82%	81%	85%	90%	82%	74%	72%	76%	85%	80%	90%	92%	72%	80%	89%
		e	ae	ade	e				abd	ab	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
SWITCHED IN LAST 12 MONTHS	140	72	67	46	48	23	22	111	16	9	**	21	60	44	46	77
	13%	13%	13%	14%	15%	11%	11%	13%	16%	14%	**	14%	14%	14%	16%	12%
					cd										b	
CURRENTLY LOOKING FOR A NEW DEAL	66	37	28	24	16	15	11	54	4	5	**	10	25	19	24	32
	6%	6%	6%	7%	5%	7%	5%	6%	4%	9%	**	7%	6%	6%	8%	5%
															b	
NEITHER	878	465	409	260	256	174	176	729	80	48	**	123	356	264	229	522
	82%	82%	82%	80%	81%	83%	85%	82%	80%	78%	**	80%	82%	81%	78%	83%
							a									a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	2508	120	1816	359	1577	1190	746	232	170	1806	494	2025	275	1436	864	304
Effective Weighted Sample	2187	109	1629	323	1416	1062	675	195	153	1583	454	1771	256	1260	760	261
Total	1075	53	832	156	728	540	345	94	75	800	181	877	104	606	375	123
SWITCHED IN LAST 12 MONTHS	103	6	76	18	64	78	5	66	64	78	15	85	8	58	34	20
	10%	12%	9%	12%	9%	14%	1%	70%	85%	10%	8%	10%	8%	10%	9%	16%
						b		ab	abc							ab
CURRENTLY LOOKING FOR A NEW DEAL	66	2	47	9	39	35	14	6	3	52	8	56	4	40	20	10
	6%	4%	6%	6%	5%	6%	4%	7%	4%	6%	4%	6%	4%	7%	5%	8%
						b										
NEITHER	910	44	712	130	626	430	327	24	11	674	159	740	93	510	322	94
	85%	84%	86%	83%	86%	80%	95%	26%	15%	84%	87%	84%	89%	84%	86%	77%
						cd	acd	d					a	c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2508	487	2021	775	1733	1502	1006	361	248	370	884	484	770
Effective Weighted Sample	2187	402	1791	652	1542	1309	878	298	217	342	799	439	700
Total	1075	177	897	291	783	640	434	140	103	164	473	221	416
SWITCHED IN LAST 12 MONTHS	103	20	83	34	69	103	-	103	103	18	35	26	27
	10%	11%	9%	12%	9%	16%	-%	74%	100%	11%	7%	12%	6%
				b		b		ab	abc	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	66	14	52	22	44	45	20	10	4	12	30	17	25
	6%	8%	6%	7%	6%	7%	5%	7%	4%	7%	6%	8%	6%
						b							
NEITHER	910	144	766	238	671	496	414	31	-	135	411	181	365
	85%	81%	85%	82%	86%	77%	95%	22%	-%	82%	87%	82%	88%
			a		a	cd	acd	d			a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2508	563	691	107	67	219	418	37	31	1254	637	1856	652
Effective Weighted Sample	2187	501	631	88	59	206	395	33	28	1132	602	1614	576
Total	1075	283	354	47	32	84	159	13	11	638	242	809	266
SWITCHED IN LAST 12 MONTHS	103	33	20	23	**	9	20	**	**	52	30	83	20
	10%	12%	6%	49%	**	11%	13%	**	**	8%	12%	10%	8%
		b		ab							a		
CURRENTLY LOOKING FOR A NEW DEAL	66	21	21	4	**	4	5	**	**	42	10	55	11
	6%	7%	6%	8%	**	5%	3%	**	**	7%	4%	7%	4%
										b		b	
NEITHER	910	230	316	21	**	70	134	**	**	546	203	675	235
	85%	81%	89%	45%	**	83%	84%	**	**	86%	84%	83%	88%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2508	885	563	142	470	470	175	961	881	2017	483	129	637	935	928
Effective Weighted Sample	2187	833	540	136	421	387	143	813	793	1744	444	118	522	823	839
Total	1075	339	353	58	163	172	60	407	413	880	191	48	245	427	399
SWITCHED IN LAST 12 MONTHS	103	41	25	3	15	19	5	45	38	89	14	3	29	43	30
	10%	12%	7%	5%	10%	11%	8%	11%	9%	10%	7%	6%	12%	10%	7%
		bc				bc		e					c	c	
CURRENTLY LOOKING FOR A NEW DEAL	66	18	23	2	9	14	5	35	20	61	5	1	21	32	13
	6%	5%	6%	4%	6%	8%	9%	9%	5%	7%	3%	2%	9%	8%	3%
							cef	cef		cef			c	c	
NEITHER	910	280	306	53	139	140	50	330	354	735	172	44	197	352	357
	85%	83%	87%	91%	85%	81%	83%	81%	86%	83%	90%	92%	81%	82%	89%
			ae	ae					b		abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2508	1309	1183	717	734	485	543	2086	226	134	62	372	1009	729	721	1410
Effective Weighted Sample	2187	1146	1028	640	633	423	471	1818	196	119	54	317	881	637	623	1247
Total	1075	569	501	326	317	209	208	886	100	61	28	154	436	325	293	629
SWITCHED IN LAST 12 MONTHS	103	54	49	36	32	16	18	82	12	5	**	16	41	34	33	59
	10%	9%	10%	11%	10%	8%	8%	9%	12%	9%	**	10%	9%	10%	11%	9%
				c												
CURRENTLY LOOKING FOR A NEW DEAL	66	37	28	24	16	15	11	54	4	5	**	10	25	19	24	32
	6%	6%	6%	7%	5%	7%	5%	6%	4%	9%	**	7%	6%	6%	8%	5%
															b	
NEITHER	910	481	425	268	270	179	180	753	83	51	**	128	371	273	239	538
	85%	84%	85%	82%	85%	85%	87%	85%	84%	83%	**	83%	85%	84%	81%	86%
							a									a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	1338	60	1029	192	897	656	433	118	82	973	290	1092	171	768	495	168
Effective Weighted Sample	1122	32	950	131	833	573	377	86	65	830	262	926	154	663	410	131
Total	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
SWITCHED IN LAST 12 MONTHS	51	**	35	9	29	32	5	23	**	37	10	42	6	33	15	15
	7%	**	6%	8%	6%	9%	2%	41%	**	7%	9%	7%	8%	8%	5%	19%
						b		ab						b		ab
CURRENTLY LOOKING FOR A NEW DEAL	38	**	27	6	22	22	6	2	**	28	5	30	2	21	11	4
	5%	**	5%	6%	4%	6%	2%	4%	**	5%	4%	5%	3%	6%	4%	5%
						b										
NEITHER	620	**	497	93	439	305	227	33	**	477	102	515	63	338	240	65
	88%	**	89%	88%	90%	86%	95%	58%	**	89%	88%	89%	89%	87%	91%	80%
						c	ac							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.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
SWITCHED IN LAST 12 MONTHS	51	**	40	13	34	42	5	31	23	20	31	25	26
	7%	**	7%	13%	6%	11%	2%	45%	43%	9%	6%	9%	6%
				b		b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	38	**	29	10	24	23	10	5	3	12	26	17	21
	5%	**	5%	9%	4%	6%	4%	7%	5%	5%	5%	6%	5%
				b									
NEITHER	620	**	534	85	478	306	258	37	28	196	424	247	373
	88%	**	89%	83%	89%	84%	94%	53%	54%	87%	89%	87%	89%
					a	cd	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1338	604	734	118	70	-	-	-	-	1338	-	1069	269
Effective Weighted Sample	1122	511	612	92	61	-	-	-	-	1122	-	907	217
Total	702	309	393	51	33	-	-	-	-	702	-	557	146
SWITCHED IN LAST 12 MONTHS	51	51	-	51	**	**	**	**	**	51	**	46	5
	7%	17%	-%	100%	**	**	**	**	**	7%	**	8%	4%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	38	23	15	7	**	**	**	**	**	38	**	34	4
	5%	8%	4%	13%	**	**	**	**	**	5%	**	6%	3%
		b		b								b	
NEITHER	620	241	379	-	**	**	**	**	**	620	**	483	137
	88%	78%	96%	-%	**	**	**	**	**	88%	**	87%	94%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1338	243	563	142	270	142	93	520	492	1105	230	54	333	528	474
Effective Weighted Sample	1122	234	540	136	224	90	68	435	425	927	193	36	256	472	392
Total	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
SWITCHED IN LAST 12 MONTHS	51	6	22	3	10	11	**	22	15	47	5	**	22	18	12
	7%	6%	6%	6%	10%	12%	**	8%	6%	8%	4%	**	14%	6%	5%
					b	ab				e			bc		
CURRENTLY LOOKING FOR A NEW DEAL	38	3	19	2	6	7	**	23	12	37	1	**	16	17	5
	5%	3%	5%	4%	6%	8%	**	8%	4%	6%	1%	**	10%	6%	2%
						a		ce	e	e			c	c	
NEITHER	620	100	315	53	84	77	**	230	249	510	108	**	130	253	235
	88%	91%	89%	91%	84%	84%	**	85%	90%	87%	95%	**	80%	88%	93%
		de		d					b		bcd			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
SWITCHED IN LAST 12 MONTHS	51	28	23	17	12	12	10	43	5	**	**	12	22	11	21	24
	7%	8%	7%	8%	6%	8%	8%	7%	7%	**	**	13%	8%	5%	11%	6%
												bc			b	
CURRENTLY LOOKING FOR A NEW DEAL	38	23	15	15	7	9	6	33	2	**	**	6	15	11	12	18
	5%	6%	4%	7%	4%	6%	5%	6%	3%	**	**	6%	5%	5%	6%	4%
				b												
NEITHER	620	321	296	179	182	139	113	503	62	**	**	81	260	196	160	373
	88%	87%	89%	86%	91%	88%	88%	88%	91%	**	**	82%	89%	90%	84%	90%
					a								a	a		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	1338	60	1029	192	897	656	433	118	82	973	290	1092	171	768	495	168
Effective Weighted Sample	1122	32	950	131	833	573	377	86	65	830	262	926	154	663	410	131
Total	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
SWITCHED IN LAST 12 MONTHS	33	**	27	5	23	23	5	16	**	24	7	26	5	19	12	8
	5%	**	5%	4%	5%	6%	2%	29%	**	4%	6%	5%	6%	5%	4%	10%
						b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	38	**	27	6	22	22	6	2	**	28	5	30	2	21	11	4
	5%	**	5%	6%	4%	6%	2%	4%	**	5%	4%	5%	3%	6%	4%	5%
						b										
NEITHER	635	**	505	97	445	314	228	39	**	488	104	528	64	350	242	70
	90%	**	91%	92%	91%	88%	96%	68%	**	91%	90%	91%	91%	90%	91%	87%
						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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
SWITCHED IN LAST 12 MONTHS	33	**	29	6	26	28	4	21	20	10	23	13	20
	5%	**	5%	6%	5%	8%	2%	31%	38%	5%	5%	4%	5%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	38	**	29	10	24	23	10	5	3	12	26	17	21
	5%	**	5%	9%	4%	6%	4%	7%	5%	5%	5%	6%	5%
				b									
NEITHER	635	**	544	90	486	317	258	45	31	204	432	257	378
	90%	**	91%	87%	91%	87%	95%	65%	60%	91%	90%	91%	90%
						cd	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1338	604	734	118	70	-	-	-	-	1338	-	1069	269
Effective Weighted Sample	1122	511	612	92	61	-	-	-	-	1122	-	907	217
Total	702	309	393	51	33	-	-	-	-	702	-	557	146
SWITCHED IN LAST 12 MONTHS	33	33	-	33	**	**	**	**	**	33	**	28	5
	5%	11%	-%	64%	**	**	**	**	**	5%	**	5%	3%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	38	23	15	7	**	**	**	**	**	38	**	34	4
	5%	8%	4%	13%	**	**	**	**	**	5%	**	6%	3%
		b		b								b	
NEITHER	635	257	379	16	**	**	**	**	**	635	**	498	137
	90%	83%	96%	30%	**	**	**	**	**	90%	**	89%	94%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1338	243	563	142	270	142	93	520	492	1105	230	54	333	528	474
Effective Weighted Sample	1122	234	540	136	224	90	68	435	425	927	193	36	256	472	392
Total	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
SWITCHED IN LAST 12 MONTHS	33	5	16	3	6	4	**	12	14	29	4	**	11	11	11
	5%	5%	5%	5%	6%	4%	**	5%	5%	5%	4%	**	7%	4%	4%
													b		
CURRENTLY LOOKING FOR A NEW DEAL	38	3	19	2	6	7	**	23	12	37	1	**	16	17	5
	5%	3%	5%	4%	6%	8%	**	8%	4%	6%	1%	**	10%	6%	2%
						a		ce	e	e			c	c	
NEITHER	635	102	320	53	88	82	**	237	251	525	108	**	139	259	236
	90%	92%	91%	91%	88%	90%	**	88%	91%	89%	96%	**	85%	90%	94%
											bcd			a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
SWITCHED IN LAST 12 MONTHS	33	18	15	8	11	9	5	26	5	**	**	7	15	7	14	15
	5%	5%	4%	4%	5%	5%	4%	4%	7%	**	**	7%	5%	3%	7%	4%
												c			b	
CURRENTLY LOOKING FOR A NEW DEAL	38	23	15	15	7	9	6	33	2	**	**	6	15	11	12	18
	5%	6%	4%	7%	4%	6%	5%	6%	3%	**	**	6%	5%	5%	6%	4%
				b												
NEITHER	635	329	304	186	184	142	117	517	62	**	**	85	266	200	166	381
	90%	89%	92%	89%	91%	90%	91%	90%	91%	**	**	87%	91%	92%	87%	92%
																a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's 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	1338	60	1029	192	897	656	433	118	82	973	290	1092	171	768	495	168
Effective Weighted Sample	1122	32	950	131	833	573	377	86	65	830	262	926	154	663	410	131
Total	702	39	556	106	489	357	238	57	46	536	116	582	71	387	266	81
SWITCHED ONLY	24	**	21	4	18	18	3	14	**	18	5	20	3	13	10	4
	3%	**	4%	4%	4%	5%	1%	25%	**	3%	5%	3%	4%	3%	4%	5%
						b		ab								
INITIATED CHANGE ONLY	221	**	175	33	155	113	74	14	**	168	35	183	20	129	74	24
	31%	**	32%	31%	32%	32%	31%	24%	**	31%	30%	31%	28%	33%	28%	30%
														b		
BOTH SWITCHED AND INITIATED CHANGE	9	**	6	1	6	5	1	2	**	6	2	6	1	6	2	4
	1%	**	1%	1%	1%	1%	1%	4%	**	1%	2%	1%	2%	1%	1%	4%
								b								ab
NEITHER	449	**	354	68	311	220	159	27	**	345	73	372	46	239	180	49
	64%	**	64%	64%	64%	62%	67%	47%	**	64%	63%	64%	65%	62%	68%	60%
						c	c								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1338	85	1169	224	1030	718	536	151	105	442	896	562	776
Effective Weighted Sample	1122	72	1060	196	937	646	485	128	94	323	806	422	704
Total	702	38	600	103	535	364	273	69	52	224	478	284	419
SWITCHED ONLY	24	**	22	5	19	21	3	17	16	7	17	9	16
	3%	**	4%	5%	4%	6%	1%	24%	31%	3%	4%	3%	4%
						b		ab	ab				
INITIATED CHANGE ONLY	221	**	191	32	169	119	82	20	15	56	165	77	143
	31%	**	32%	31%	32%	33%	30%	29%	28%	25%	34%	27%	34%
											a		a
BOTH SWITCHED AND INITIATED CHANGE	9	**	7	1	6	7	1	4	4	3	5	4	5
	1%	**	1%	1%	1%	2%	*%	6%	7%	1%	1%	1%	1%
						b		ab	ab				
NEITHER	449	**	380	65	340	218	187	28	18	158	291	194	255
	64%	**	63%	63%	64%	60%	68%	40%	34%	70%	61%	68%	61%
						cd	acd			b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1338	604	734	118	70	-	-	-	-	1338	-	1069	269
Effective Weighted Sample	1122	511	612	92	61	-	-	-	-	1122	-	907	217
Total	702	309	393	51	33	-	-	-	-	702	-	557	146
SWITCHED ONLY	24	24	-	24	**	**	**	**	**	24	**	20	4
	3%	8%	-%	47%	**	**	**	**	**	3%	**	4%	3%
		b		ab									
INITIATED CHANGE ONLY	221	91	130	7	**	**	**	**	**	221	**	175	46
	31%	29%	33%	13%	**	**	**	**	**	31%	**	31%	31%
		c	c										
BOTH SWITCHED AND INITIATED CHANGE	9	9	-	9	**	**	**	**	**	9	**	8	*
	1%	3%	-%	17%	**	**	**	**	**	1%	**	1%	*%
		b		ab									
NEITHER	449	185	263	12	**	**	**	**	**	449	**	353	95
	64%	60%	67%	23%	**	**	**	**	**	64%	**	63%	65%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1338	243	563	142	270	142	93	520	492	1105	230	54	333	528	474
Effective Weighted Sample	1122	234	540	136	224	90	68	435	425	927	193	36	256	472	392
Total	702	110	353	58	100	91	42	270	276	588	113	29	163	286	252
SWITCHED ONLY	24	4	13	2	5	2	**	8	11	20	4	**	7	8	9
	3%	4%	4%	3%	5%	2%	**	3%	4%	3%	3%	**	4%	3%	4%
INITIATED CHANGE ONLY	221	28	122	19	29	27	**	96	80	184	36	**	54	91	76
	31%	25%	35%	33%	30%	30%	**	36%	29%	31%	32%	**	33%	32%	30%
			a					c							
BOTH SWITCHED AND INITIATED CHANGE	9	1	4	1	1	2	**	5	2	8	*	**	4	3	2
	1%	1%	1%	2%	1%	2%	**	2%	1%	1%	*%	**	3%	1%	1%
													c		
NEITHER	449	77	215	36	64	61	**	162	183	375	73	**	98	185	165
	64%	70%	61%	63%	64%	67%	**	60%	66%	64%	64%	**	60%	65%	66%
		b							b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1338	684	647	400	367	296	263	1102	118	86	32	194	556	400	384	764
Effective Weighted Sample	1122	551	570	360	308	229	219	924	96	77	28	167	459	334	324	651
Total	702	367	332	209	201	158	128	572	69	44	18	98	294	218	190	413
SWITCHED ONLY	24	13	11	8	8	5	4	19	3	**	**	5	10	6	10	11
	3%	4%	3%	4%	4%	3%	3%	3%	5%	**	**	5%	3%	3%	5%	3%
															b	
INITIATED CHANGE ONLY	221	120	99	67	63	53	36	183	19	**	**	33	93	71	72	127
	31%	33%	30%	32%	31%	33%	28%	32%	28%	**	**	33%	32%	32%	38%	31%
															b	
BOTH SWITCHED AND INITIATED CHANGE	9	5	4	1	3	4	1	7	1	**	**	2	5	1	4	4
	1%	1%	1%	*%	1%	2%	1%	1%	2%	**	**	2%	2%	*%	2%	1%
						a										
NEITHER	449	229	218	134	127	96	87	363	45	**	**	59	185	141	105	271
	64%	62%	66%	64%	63%	61%	68%	64%	65%	**	**	60%	63%	65%	55%	66%
																a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		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	442	32	282	88	226	186	128	45	32	329	79	364	44	252	156	60
Effective Weighted Sample	323	19	264	51	212	138	94	26	20	238	67	266	36	198	106	37
Total	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
SWITCHED IN LAST 12 MONTHS	20	**	8	**	6	7	3	**	**	13	**	15	**	14	3	**
	9%	**	6%	**	6%	8%	5%	**	**	8%	**	9%	**	12% b	4%	**
CURRENTLY LOOKING FOR A NEW DEAL	12	**	4	**	3	5	-	**	**	7	**	8	**	6	2	**
	5%	**	3%	**	3%	5% b	-%	**	**	4%	**	4%	**	5%	3%	**
NEITHER	196	**	115	**	93	78	63	**	**	150	**	162	**	101	77	**
	87%	**	91%	**	91%	88%	95% a	**	**	90%	**	89%	**	85%	94% a	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	442	74	296	133	237	226	144	56	39	442	-	442	-
Effective Weighted Sample	323	62	281	117	226	207	135	48	35	323	-	323	-
Total	224	34	131	59	105	101	64	24	18	224	-	224	-
SWITCHED IN LAST 12 MONTHS	20	**	9	8	7	13	3	**	**	20	**	20	**
	9%	**	7%	14%	7%	13%	4%	**	**	9%	**	9%	**
				b		b							
CURRENTLY LOOKING FOR A NEW DEAL	12	**	5	4	4	7	1	**	**	12	**	12	**
	5%	**	3%	6%	4%	7%	2%	**	**	5%	**	5%	**
						b							
NEITHER	196	**	117	50	94	84	60	**	**	196	**	196	**
	87%	**	90%	85%	89%	84%	94%	**	**	87%	**	87%	**
							a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	442	177	265	49	25	-	-	-	-	442	-	365	77
Effective Weighted Sample	323	132	192	36	22	-	-	-	-	323	-	278	48
Total	224	84	139	20	10	-	-	-	-	224	-	183	41
SWITCHED IN LAST 12 MONTHS	20	20	-	**	**	**	**	**	**	20	**	20	**
	9%	24%	-%	**	**	**	**	**	**	9%	**	11%	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	12	7	5	**	**	**	**	**	**	12	**	12	**
	5%	8%	4%	**	**	**	**	**	**	5%	**	6%	**
NEITHER	196	61	134	**	**	**	**	**	**	196	**	155	**
	87%	73%	96%	**	**	**	**	**	**	87%	**	85%	**
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	442	221	-	-	79	142	51	166	149	366	76	20	138	152	152
Effective Weighted Sample	323	212	-	-	67	90	36	125	109	270	53	10	95	131	101
Total	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
SWITCHED IN LAST 12 MONTHS	20	5	**	**	**	11	**	8	4	20	**	**	12	6	2
	9%	5%	**	**	**	12%	**	10%	5%	11%	**	**	18%	8%	2%
						a							bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	12	3	**	**	**	7	**	7	3	12	**	**	6	5	1
	5%	3%	**	**	**	8%	**	8%	3%	6%	**	**	9%	6%	1%
													c	c	
NEITHER	196	91	**	**	**	77	**	71	72	160	**	**	54	67	75
	87%	91%	**	**	**	84%	**	85%	91%	85%	**	**	78%	87%	97%
		e												a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
SWITCHED IN LAST 12 MONTHS	20	12	8	5	5	**	**	18	**	**	**	**	8	3	7	9
	9%	10%	9%	8%	8%	**	**	10%	**	**	**	**	9%	5%	12%	7%
CURRENTLY LOOKING FOR A NEW DEAL	12	9	3	2	4	**	**	11	**	**	**	**	6	1	3	6
	5%	7%	3%	4%	6%	**	**	6%	**	**	**	**	7%	2%	5%	5%
													c			
NEITHER	196	108	86	60	56	**	**	155	**	**	**	**	76	66	50	111
	87%	86%	89%	89%	88%	**	**	86%	**	**	**	**	86%	93%	85%	88%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		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	442	32	282	88	226	186	128	45	32	329	79	364	44	252	156	60
Effective Weighted Sample	323	19	264	51	212	138	94	26	20	238	67	266	36	198	106	37
Total	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
SWITCHED IN LAST 12 MONTHS	10	**	6	**	5	4	3	**	**	6	**	8	**	7	2	**
	5%	**	5%	**	5%	5%	5%	**	**	4%	**	4%	**	6%	2%	**
CURRENTLY LOOKING FOR A NEW DEAL	12	**	4	**	3	5	-	**	**	7	**	8	**	6	2	**
	5%	**	3%	**	3%	5%	-%	**	**	4%	**	4%	**	5%	3%	**
						b										
NEITHER	204	**	117	**	94	81	63	**	**	155	**	167	**	106	78	**
	91%	**	92%	**	92%	91%	95%	**	**	92%	**	92%	**	90%	95%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	442	74	296	133	237	226	144	56	39	442	-	442	-
Effective Weighted Sample	323	62	281	117	226	207	135	48	35	323	-	323	-
Total	224	34	131	59	105	101	64	24	18	224	-	224	-
SWITCHED IN LAST 12 MONTHS	10	**	7	4	5	7	2	**	**	10	**	10	**
	5%	**	5%	6%	5%	7%	4%	**	**	5%	**	5%	**
CURRENTLY LOOKING FOR A NEW DEAL	12	**	5	4	4	7	1	**	**	12	**	12	**
	5%	**	3%	6%	4%	7%	2%	**	**	5%	**	5%	**
						b							
NEITHER	204	**	120	53	96	88	60	**	**	204	**	204	**
	91%	**	92%	90%	91%	88%	95%	**	**	91%	**	91%	**
							a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	442	177	265	49	25	-	-	-	-	442	-	365	77
Effective Weighted Sample	323	132	192	36	22	-	-	-	-	323	-	278	48
Total	224	84	139	20	10	-	-	-	-	224	-	183	41
SWITCHED IN LAST 12 MONTHS	10	10	-	**	**	**	**	**	**	10	**	10	**
	5%	12%	-%	**	**	**	**	**	**	5%	**	5%	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	12	7	5	**	**	**	**	**	**	12	**	12	**
	5%	8%	4%	**	**	**	**	**	**	5%	**	6%	**
NEITHER	204	69	134	**	**	**	**	**	**	204	**	163	**
	91%	82%	96%	**	**	**	**	**	**	91%	**	89%	**
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	442	221	-	-	79	142	51	166	149	366	76	20	138	152	152
Effective Weighted Sample	323	212	-	-	67	90	36	125	109	270	53	10	95	131	101
Total	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
SWITCHED IN LAST 12 MONTHS	10	4	**	**	**	4	**	3	4	10	**	**	4	5	1
	5%	4%	**	**	**	4%	**	4%	5%	5%	**	**	6%	6%	2%
													c	c	
CURRENTLY LOOKING FOR A NEW DEAL	12	3	**	**	**	7	**	7	3	12	**	**	6	5	1
	5%	3%	**	**	**	8%	**	8%	3%	6%	**	**	9%	6%	1%
													c	c	
NEITHER	204	92	**	**	**	82	**	74	72	168	**	**	60	68	75
	91%	92%	**	**	**	90%	**	88%	91%	89%	**	**	86%	89%	98%
															ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
SWITCHED IN LAST 12 MONTHS	10	6	5	1	5	**	**	8	**	**	**	**	5	2	4	5
	5%	4%	5%	2%	7%	**	**	4%	**	**	**	**	5%	3%	6%	4%
CURRENTLY LOOKING FOR A NEW DEAL	12	9	3	2	4	**	**	11	**	**	**	**	6	1	3	6
	5%	7%	3%	4%	6%	**	**	6%	**	**	**	**	7%	2%	5%	5%
													c			
NEITHER	204	112	89	63	57	**	**	163	**	**	**	**	78	68	54	114
	91%	90%	93%	94%	89%	**	**	90%	**	**	**	**	89%	95%	91%	91%
														b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		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	442	32	282	88	226	186	128	45	32	329	79	364	44	252	156	60
Effective Weighted Sample	323	19	264	51	212	138	94	26	20	238	67	266	36	198	106	37
Total	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
SWITCHED ONLY	7	**	4	**	3	3	2	**	**	4	**	6	**	5	2	**
	3%	**	4%	**	3%	4%	3%	**	**	3%	**	3%	**	4%	2%	**
INITIATED CHANGE ONLY	56	**	27	**	22	21	14	**	**	42	**	46	**	29	19	**
	25%	**	22%	**	21%	24%	22%	**	**	25%	**	25%	**	25%	23%	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	2	**	2	1	1	**	**	2	**	2	**	2	*	**
	1%	**	1%	**	2%	1%	1%	**	**	1%	**	1%	**	2%	1%	**
NEITHER	158	**	93	**	76	64	48	**	**	119	**	128	**	82	61	**
	70%	**	74%	**	74%	72%	73%	**	**	71%	**	70%	**	70%	75%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	442	74	296	133	237	226	144	56	39	442	-	442	-
Effective Weighted Sample	323	62	281	117	226	207	135	48	35	323	-	323	-
Total	224	34	131	59	105	101	64	24	18	224	-	224	-
SWITCHED ONLY	7	**	5	3	4	5	2	**	**	7	**	7	**
	3%	**	4%	5%	4%	5%	3%	**	**	3%	**	3%	**
INITIATED CHANGE ONLY	56	**	29	15	23	26	13	**	**	56	**	56	**
	25%	**	22%	25%	22%	25%	20%	**	**	25%	**	25%	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	2	1	2	2	*	**	**	3	**	3	**
	1%	**	1%	1%	2%	2%	1%	**	**	1%	**	1%	**
NEITHER	158	**	95	40	77	69	49	**	**	158	**	158	**
	70%	**	73%	68%	73%	68%	77%	**	**	70%	**	70%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	442	177	265	49	25	-	-	-	-	442	-	365	77
Effective Weighted Sample	323	132	192	36	22	-	-	-	-	323	-	278	48
Total	224	84	139	20	10	-	-	-	-	224	-	183	41
SWITCHED ONLY	7	7	-	**	**	**	**	**	**	7	**	7	**
	3%	8%	-%	**	**	**	**	**	**	3%	**	4%	**
		b											
INITIATED CHANGE ONLY	56	17	39	**	**	**	**	**	**	56	**	44	**
	25%	20%	28%	**	**	**	**	**	**	25%	**	24%	**
BOTH SWITCHED AND INITIATED CHANGE	3	3	-	**	**	**	**	**	**	3	**	3	**
	1%	4%	-%	**	**	**	**	**	**	1%	**	2%	**
		b											
NEITHER	158	57	101	**	**	**	**	**	**	158	**	129	**
	70%	68%	72%	**	**	**	**	**	**	70%	**	70%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	442	221	-	-	79	142	51	166	149	366	76	20	138	152	152
Effective Weighted Sample	323	212	-	-	67	90	36	125	109	270	53	10	95	131	101
Total	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
SWITCHED ONLY	7	3	**	**	**	2	**	1	4	7	**	**	2	3	1
	3%	3%	**	**	**	2%	**	1%	5%	4%	**	**	4%	4%	2%
									b						
INITIATED CHANGE ONLY	56	23	**	**	**	27	**	28	16	47	**	**	20	17	19
	25%	23%	**	**	**	30%	**	33%	20%	25%	**	**	29%	22%	24%
								cd							
BOTH SWITCHED AND INITIATED CHANGE	3	1	**	**	**	2	**	2	-	3	**	**	2	2	-
	1%	1%	**	**	**	2%	**	3%	-%	2%	**	**	2%	2%	-%
								c							
NEITHER	158	72	**	**	**	61	**	52	59	131	**	**	45	55	57
	70%	72%	**	**	**	67%	**	62%	75%	70%	**	**	65%	71%	74%
									b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
SWITCHED ONLY	7	3	4	1	3	**	**	6	**	**	**	**	2	1	2	4
	3%	2%	4%	1%	5%	**	**	3%	**	**	**	**	2%	2%	3%	3%
INITIATED CHANGE ONLY	56	36	20	16	16	**	**	45	**	**	**	**	21	21	16	32
	25%	29%	20%	24%	25%	**	**	25%	**	**	**	**	23%	29%	27%	26%
		b														
BOTH SWITCHED AND INITIATED CHANGE	3	3	1	*	1	**	**	2	**	**	**	**	3	*	2	1
	1%	2%	1%	1%	2%	**	**	1%	**	**	**	**	3%	1%	3%	1%
NEITHER	158	84	72	49	44	**	**	128	**	**	**	**	63	48	39	88
	70%	67%	75%	74%	68%	**	**	71%	**	**	**	**	71%	68%	67%	70%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		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	442	32	282	88	226	186	128	45	32	329	79	364	44	252	156	60
Effective Weighted Sample	323	19	264	51	212	138	94	26	20	238	67	266	36	198	106	37
Total	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
Received a discount	27	**	14	**	11	9	10	**	**	21	**	23	**	12	11	**
	12%	**	11%	**	11%	10%	15%	**	**	13%	**	13%	**	10%	14%	**
Added extra or improved services	23	**	11	**	8	9	5	**	**	19	**	21	**	15	7	**
	10%	**	8%	**	8%	11%	7%	**	**	11%	**	12%	**	13%	9%	**
Reduced or downgraded services	21	**	10	**	9	7	7	**	**	14	**	15	**	9	7	**
	9%	**	8%	**	9%	8%	10%	**	**	8%	**	8%	**	8%	8%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	59	**	29	**	23	22	15	**	**	44	**	48	**	31	19	**
	27%	**	23%	**	23%	25%	23%	**	**	26%	**	26%	**	26%	23%	**
ALL 3 CHANGES	1	**	-	**	-	-	-	**	**	1	**	1	**	1	*	**
	1%	**	-%	**	-%	-%	-%	**	**	1%	**	1%	**	1%	*%	**
DISCOUNT AND EXTRA SERVICES	5	**	4	**	3	2	3	**	**	3	**	4	**	2	2	**
	2%	**	3%	**	3%	2%	5%	**	**	2%	**	2%	**	2%	2%	**
DISCOUNT AND REDUCED SERVICES	3	**	1	**	1	*	3	**	**	3	**	3	**	1	3	**
	1%	**	1%	**	1%	*%	4%	**	**	2%	**	2%	**	1%	3%	**
							a								a	
EXTRA SERVICES AND REDUCED SERVICES	2	**	1	**	1	1	-	**	**	2	**	2	**	*	1	**
	1%	**	1%	**	1%	1%	-%	**	**	1%	**	1%	**	*%	1%	**
DISCOUNT ONLY	18	**	9	**	7	7	4	**	**	14	**	15	**	9	7	**
	8%	**	7%	**	7%	8%	6%	**	**	8%	**	8%	**	7%	8%	**
EXTRA SERVICES ONLY	16	**	6	**	4	7	2	**	**	14	**	15	**	11	4	**
	7%	**	5%	**	4%	8%	3%	**	**	8%	**	8%	**	10%	5%	**
						b										
REDUCED SERVICES ONLY	15	**	8	**	7	5	4	**	**	8	**	9	**	7	3	**
	7%	**	7%	**	7%	6%	6%	**	**	5%	**	5%	**	6%	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		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	442	32	282	88	226	186	128	45	32	329	79	364	44	252	156	60
Effective Weighted Sample	323	19	264	51	212	138	94	26	20	238	67	266	36	198	106	37
Total	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	164	**	97	**	79	67	50	**	**	124	**	134	**	87	63	**
	73%	**	77%	**	77%	75%	77%	**	**	74%	**	74%	**	74%	77%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	442	74	296	133	237	226	144	56	39	442	-	442	-
Effective Weighted Sample	323	62	281	117	226	207	135	48	35	323	-	323	-
Total	224	34	131	59	105	101	64	24	18	224	-	224	-
Received a discount	27	**	15	6	12	10	8	**	**	27	**	27	**
	12%	**	12%	10%	11%	10%	13%	**	**	12%	**	12%	**
Added extra or improved services	23	**	12	9	9	12	6	**	**	23	**	23	**
	10%	**	9%	15%	9%	12%	9%	**	**	10%	**	10%	**
Reduced or downgraded services	21	**	11	5	9	10	5	**	**	21	**	21	**
	9%	**	8%	9%	9%	10%	7%	**	**	9%	**	9%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	59	**	31	16	25	27	13	**	**	59	**	59	**
	27%	**	24%	27%	24%	27%	20%	**	**	27%	**	27%	**
ALL 3 CHANGES	1	**	*	1	*	1	1	**	**	1	**	1	**
	1%	**	*%	2%	*%	1%	1%	**	**	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	5	**	5	1	3	1	4	**	**	5	**	5	**
	2%	**	3%	2%	3%	1%	6%	**	**	2%	**	2%	**
							a						
DISCOUNT AND REDUCED SERVICES	3	**	1	*	1	1	*	**	**	3	**	3	**
	1%	**	1%	*%	1%	1%	1%	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	1	1	1	2	-	**	**	2	**	2	**
	1%	**	1%	1%	1%	2%	-%	**	**	1%	**	1%	**
DISCOUNT ONLY	18	**	10	4	7	7	3	**	**	18	**	18	**
	8%	**	7%	6%	7%	7%	5%	**	**	8%	**	8%	**
EXTRA SERVICES ONLY	16	**	6	6	4	9	1	**	**	16	**	16	**
	7%	**	5%	10%	4%	9%	2%	**	**	7%	**	7%	**
				b		b							
REDUCED SERVICES ONLY	15	**	9	3	8	7	4	**	**	15	**	15	**
	7%	**	7%	6%	7%	7%	6%	**	**	7%	**	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	442	74	296	133	237	226	144	56	39	442	-	442	-
Effective Weighted Sample	323	62	281	117	226	207	135	48	35	323	-	323	-
Total	224	34	131	59	105	101	64	24	18	224	-	224	-
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	164	**	100	43	81	73	51	**	**	164	**	164	**
	73%	**	76%	73%	76%	73%	80%	**	**	73%	**	73%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	442	177	265	49	25	-	-	-	-	442	-	365	77
Effective Weighted Sample	323	132	192	36	22	-	-	-	-	323	-	278	48
Total	224	84	139	20	10	-	-	-	-	224	-	183	41
Received a discount	27	6	21	**	**	**	**	**	**	27	**	20	**
	12%	7%	15%	**	**	**	**	**	**	12%	**	11%	**
			a										
Added extra or improved services	23	10	13	**	**	**	**	**	**	23	**	20	**
	10%	12%	10%	**	**	**	**	**	**	10%	**	11%	**
Reduced or downgraded services	21	7	14	**	**	**	**	**	**	21	**	15	**
	9%	8%	10%	**	**	**	**	**	**	9%	**	8%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	59	20	39	**	**	**	**	**	**	59	**	47	**
	27%	24%	28%	**	**	**	**	**	**	27%	**	26%	**
ALL 3 CHANGES	1	-	1	**	**	**	**	**	**	1	**	1	**
	1%	-%	1%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	5	1	4	**	**	**	**	**	**	5	**	4	**
	2%	1%	3%	**	**	**	**	**	**	2%	**	2%	**
DISCOUNT AND REDUCED SERVICES	3	-	3	**	**	**	**	**	**	3	**	1	**
	1%	-%	2%	**	**	**	**	**	**	1%	**	*%	**
			a										
EXTRA SERVICES AND REDUCED SERVICES	2	1	*	**	**	**	**	**	**	2	**	2	**
	1%	1%	*%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT ONLY	18	5	13	**	**	**	**	**	**	18	**	14	**
	8%	6%	9%	**	**	**	**	**	**	8%	**	8%	**
EXTRA SERVICES ONLY	16	8	8	**	**	**	**	**	**	16	**	14	**
	7%	9%	6%	**	**	**	**	**	**	7%	**	8%	**
REDUCED SERVICES ONLY	15	5	9	**	**	**	**	**	**	15	**	12	**
	7%	6%	7%	**	**	**	**	**	**	7%	**	6%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	442	177	265	49	25	-	-	-	-	442	-	365	77
Effective Weighted Sample	323	132	192	36	22	-	-	-	-	323	-	278	48
Total	224	84	139	20	10	-	-	-	-	224	-	183	41
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	164	64	101	**	**	**	**	**	**	164	**	135	**
	73%	76%	72%	**	**	**	**	**	**	73%	**	74%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	442	221	-	-	79	142	51	166	149	366	76	20	138	152	152
Effective Weighted Sample	323	212	-	-	67	90	36	125	109	270	53	10	95	131	101
Total	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
Received a discount	27	13	**	**	**	12	**	11	8	21	**	**	7	10	10
	12%	13%	**	**	**	13%	**	14%	11%	11%	**	**	10%	13%	14%
Added extra or improved services	23	9	**	**	**	11	**	14	5	21	**	**	11	6	6
	10%	9%	**	**	**	12%	**	17%	6%	11%	**	**	16%	8%	8%
								cd					bc		
Reduced or downgraded services	21	8	**	**	**	11	**	10	4	16	**	**	7	6	7
	9%	8%	**	**	**	12%	**	12%	5%	9%	**	**	10%	8%	10%
								c							
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	59	25	**	**	**	28	**	31	16	50	**	**	22	19	19
	27%	25%	**	**	**	31%	**	36%	20%	27%	**	**	31%	24%	24%
								cd							
ALL 3 CHANGES	1	-	**	**	**	1	**	1	-	1	**	**	1	1	-
	1%	-%	**	**	**	1%	**	2%	-%	1%	**	**	1%	1%	-%
DISCOUNT AND EXTRA SERVICES	5	3	**	**	**	-	**	1	2	3	**	**	1	2	2
	2%	3%	**	**	**	-%	**	2%	2%	2%	**	**	1%	2%	2%
		e													
DISCOUNT AND REDUCED SERVICES	3	1	**	**	**	2	**	-	*	*	**	**	-	-	3
	1%	1%	**	**	**	3%	**	-%	*%	*%	**	**	-%	-%	4%
															ab
EXTRA SERVICES AND REDUCED SERVICES	2	1	**	**	**	1	**	2	-	2	**	**	1	1	-
	1%	1%	**	**	**	1%	**	2%	-%	1%	**	**	1%	1%	-%
DISCOUNT ONLY	18	8	**	**	**	8	**	9	6	16	**	**	5	8	5
	8%	8%	**	**	**	9%	**	10%	8%	9%	**	**	7%	10%	7%
EXTRA SERVICES ONLY	16	5	**	**	**	9	**	10	3	15	**	**	9	3	4
	7%	5%	**	**	**	10%	**	12%	4%	8%	**	**	12%	4%	5%
						a		c					bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	442	221	-	-	79	142	51	166	149	366	76	20	138	152	152
Effective Weighted Sample	323	212	-	-	67	90	36	125	109	270	53	10	95	131	101
Total	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
REDUCED SERVICES ONLY	15	7	**	**	**	6	**	7	4	13	**	**	6	5	4
	7%	7%	**	**	**	7%	**	9%	5%	7%	**	**	8%	6%	5%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	164	75	**	**	**	63	**	53	63	138	**	**	48	58	58
	73%	75%	**	**	**	69%	**	64%	80%	73%	**	**	69%	76%	76%
									b	b					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
Received a discount	27	17	10	9	7	**	**	22	**	**	**	**	11	12	8	16
	12%	14%	10%	13%	11%	**	**	12%	**	**	**	**	12%	16%	14%	13%
Added extra or improved services	23	15	8	7	8	**	**	19	**	**	**	**	8	10	4	16
	10%	12%	8%	11%	12%	**	**	11%	**	**	**	**	9%	13%	7%	13%
Reduced or downgraded services	21	13	8	4	5	**	**	14	**	**	**	**	9	5	9	10
	9%	10%	8%	6%	7%	**	**	8%	**	**	**	**	11%	7%	15%	8%
															b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	59	38	20	16	17	**	**	47	**	**	**	**	23	21	18	34
	27%	31%	21%	25%	27%	**	**	26%	**	**	**	**	26%	30%	31%	27%
		b														
ALL 3 CHANGES	1	-	1	*	1	**	**	1	**	**	**	**	*	1	-	1
	1%	-%	1%	*%	1%	**	**	1%	**	**	**	**	*%	1%	-%	1%
DISCOUNT AND EXTRA SERVICES	5	3	2	2	1	**	**	4	**	**	**	**	2	3	1	4
	2%	2%	2%	4%	1%	**	**	2%	**	**	**	**	2%	4%	1%	3%
DISCOUNT AND REDUCED SERVICES	3	3	*	*	-	**	**	1	**	**	**	**	2	1	2	1
	1%	2%	*%	1%	-%	**	**	1%	**	**	**	**	3%	1%	4%	1%
															b	
EXTRA SERVICES AND REDUCED SERVICES	2	1	1	*	*	**	**	1	**	**	**	**	*	*	-	2
	1%	1%	1%	1%	1%	**	**	1%	**	**	**	**	1%	1%	-%	1%
DISCOUNT ONLY	18	11	7	6	6	**	**	16	**	**	**	**	6	8	5	10
	8%	9%	7%	9%	9%	**	**	9%	**	**	**	**	7%	11%	9%	8%
EXTRA SERVICES ONLY	16	12	4	4	6	**	**	13	**	**	**	**	6	6	3	10
	7%	9%	4%	6%	9%	**	**	7%	**	**	**	**	6%	8%	5%	8%
		b														

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
REDUCED SERVICES ONLY	15	9	5	3	4	**	**	11	**	**	**	**	6	3	7	6
	7%	7%	5%	5%	6%	**	**	6%	**	**	**	**	7%	5%	11%	5%
															b	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	164	87	76	50	47	**	**	134	**	**	**	**	65	50	41	91
	73%	69%	79%	75%	73%	**	**	74%	**	**	**	**	74%	70%	69%	73%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		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	442	32	282	88	226	186	128	45	32	329	79	364	44	252	156	60
Effective Weighted Sample	323	19	264	51	212	138	94	26	20	238	67	266	36	198	106	37
Total	224	29	126	53	102	89	66	21	18	168	33	182	19	118	82	27
Received a discount	9	**	5	**	3	6	*	**	**	4	**	5	**	6	1	**
	4%	**	4%	**	3%	7%	1%	**	**	3%	**	3%	**	5%	2%	**
						b										
Added extra or improved services	10	**	3	**	2	3	-	**	**	6	**	7	**	5	3	**
	4%	**	2%	**	2%	4%	-%	**	**	4%	**	4%	**	4%	4%	**
						b										
Reduced or downgraded services	2	**	*	**	*	1	-	**	**	2	**	2	**	2	-	**
	1%	**	*%	**	*%	1%	-%	**	**	1%	**	1%	**	1%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	**	7	**	5	8	*	**	**	11	**	12	**	12	4	**
	8%	**	6%	**	5%	9%	1%	**	**	6%	**	7%	**	10%	5%	**
						b										
DISCOUNT AND EXTRA SERVICES	1	**	1	**	*	1	-	**	**	*	**	1	**	1	-	**
	*%	**	*%	**	*%	1%	-%	**	**	*%	**	*%	**	1%	-%	**
DISCOUNT AND REDUCED SERVICES	1	**	*	**	*	1	-	**	**	1	**	1	**	1	-	**
	*%	**	*%	**	*%	1%	-%	**	**	*%	**	*%	**	1%	-%	**
DISCOUNT ONLY	7	**	4	**	3	5	*	**	**	3	**	4	**	5	1	**
	3%	**	3%	**	3%	5%	1%	**	**	2%	**	2%	**	4%	2%	**
						b										
EXTRA SERVICES ONLY	9	**	3	**	2	3	-	**	**	6	**	6	**	4	3	**
	4%	**	2%	**	2%	3%	-%	**	**	3%	**	3%	**	4%	4%	**
REDUCED SERVICES ONLY	1	**	-	**	-	-	-	**	**	1	**	1	**	1	-	**
	*%	**	-%	**	-%	-%	-%	**	**	1%	**	1%	**	1%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	205	**	119	**	97	81	65	**	**	157	**	169	**	107	78	**
	92%	**	94%	**	95%	91%	99%	**	**	94%	**	93%	**	90%	95%	**
							a									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	442	74	296	133	237	226	144	56	39	442	-	442	-
Effective Weighted Sample	323	62	281	117	226	207	135	48	35	323	-	323	-
Total	224	34	131	59	105	101	64	24	18	224	-	224	-
Received a discount	9	**	4	2	2	4	1	**	**	9	**	9	**
	4%	**	3%	4%	2%	4%	1%	**	**	4%	**	4%	**
Added extra or improved services	10	**	4	1	3	4	*	**	**	10	**	10	**
	4%	**	3%	2%	3%	4%	*%	**	**	4%	**	4%	**
						b							
Reduced or downgraded services	2	**	-	1	-	1	-	**	**	2	**	2	**
	1%	**	-%	2%	-%	1%	-%	**	**	1%	**	1%	**
				b									
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	**	7	5	5	9	1	**	**	19	**	19	**
	8%	**	6%	8%	5%	8%	2%	**	**	8%	**	8%	**
						b							
DISCOUNT AND EXTRA SERVICES	1	**	*	-	*	*	-	**	**	1	**	1	**
	*%	**	*%	-%	*%	*%	-%	**	**	*%	**	*%	**
DISCOUNT AND REDUCED SERVICES	1	**	-	*	-	*	-	**	**	1	**	1	**
	*%	**	-%	*%	-%	*%	-%	**	**	*%	**	*%	**
DISCOUNT ONLY	7	**	3	2	2	3	1	**	**	7	**	7	**
	3%	**	3%	4%	2%	3%	1%	**	**	3%	**	3%	**
EXTRA SERVICES ONLY	9	**	4	1	3	4	*	**	**	9	**	9	**
	4%	**	3%	2%	3%	4%	*%	**	**	4%	**	4%	**
						b							
REDUCED SERVICES ONLY	1	**	-	1	-	1	-	**	**	1	**	1	**
	*%	**	-%	2%	-%	1%	-%	**	**	*%	**	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	205	**	123	55	100	92	63	**	**	205	**	205	**
	92%	**	94%	92%	95%	92%	98%	**	**	92%	**	92%	**
							a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	442	177	265	49	25	-	-	-	-	442	-	365	77
Effective Weighted Sample	323	132	192	36	22	-	-	-	-	323	-	278	48
Total	224	84	139	20	10	-	-	-	-	224	-	183	41
Received a discount	9	6	3	**	**	**	**	**	**	9	**	7	**
	4%	7%	2%	**	**	**	**	**	**	4%	**	4%	**
		b											
Added extra or improved services	10	7	3	**	**	**	**	**	**	10	**	10	**
	4%	8%	2%	**	**	**	**	**	**	4%	**	5%	**
		b											
Reduced or downgraded services	2	2	-	**	**	**	**	**	**	2	**	1	**
	1%	2%	-%	**	**	**	**	**	**	1%	**	1%	**
		b											
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	13	6	**	**	**	**	**	**	19	**	17	**
	8%	15%	4%	**	**	**	**	**	**	8%	**	9%	**
		b											
DISCOUNT AND EXTRA SERVICES	1	1	-	**	**	**	**	**	**	1	**	1	**
	*%	1%	-%	**	**	**	**	**	**	*%	**	*%	**
DISCOUNT AND REDUCED SERVICES	1	1	-	**	**	**	**	**	**	1	**	1	**
	*%	1%	-%	**	**	**	**	**	**	*%	**	*%	**
DISCOUNT ONLY	7	4	3	**	**	**	**	**	**	7	**	6	**
	3%	5%	2%	**	**	**	**	**	**	3%	**	3%	**
EXTRA SERVICES ONLY	9	6	3	**	**	**	**	**	**	9	**	9	**
	4%	7%	2%	**	**	**	**	**	**	4%	**	5%	**
		b											
REDUCED SERVICES ONLY	1	1	-	**	**	**	**	**	**	1	**	1	**
	*%	1%	-%	**	**	**	**	**	**	*%	**	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	205	72	133	**	**	**	**	**	**	205	**	166	**
	92%	85%	96%	**	**	**	**	**	**	92%	**	91%	**
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	442	221	-	-	79	142	51	166	149	366	76	20	138	152	152
Effective Weighted Sample	323	212	-	-	67	90	36	125	109	270	53	10	95	131	101
Total	224	100	-	-	33	91	25	84	79	188	36	12	70	77	77
Received a discount	9	2	**	**	**	3	**	3	2	8	**	**	4	2	2
	4%	2%	**	**	**	3%	**	4%	3%	4%	**	**	6%	3%	2%
Added extra or improved services	10	2	**	**	**	6	**	1	3	10	**	**	7	2	*
	4%	2%	**	**	**	6%	**	2%	3%	5%	**	**	10%	3%	1%
													bc		
Reduced or downgraded services	2	-	**	**	**	2	**	1	*	2	**	**	1	1	*
	1%	-%	**	**	**	2%	**	1%	*%	1%	**	**	1%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	4	**	**	**	10	**	5	5	19	**	**	12	5	2
	8%	4%	**	**	**	11%	**	6%	6%	10%	**	**	16%	6%	3%
						a							bc		
DISCOUNT AND EXTRA SERVICES	1	*	**	**	**	-	**	*	*	1	**	**	*	*	-
	*%	*%	**	**	**	-%	**	*%	1%	*%	**	**	*%	1%	-%
DISCOUNT AND REDUCED SERVICES	1	-	**	**	**	1	**	-	-	1	**	**	1	-	-
	*%	-%	**	**	**	1%	**	-%	-%	*%	**	**	1%	-%	-%
DISCOUNT ONLY	7	2	**	**	**	2	**	3	2	7	**	**	4	2	2
	3%	2%	**	**	**	3%	**	3%	2%	4%	**	**	5%	3%	2%
EXTRA SERVICES ONLY	9	2	**	**	**	6	**	1	2	9	**	**	7	2	*
	4%	2%	**	**	**	6%	**	2%	3%	5%	**	**	10%	2%	1%
						a							bc		
REDUCED SERVICES ONLY	1	-	**	**	**	1	**	1	*	1	**	**	-	1	*
	*%	-%	**	**	**	1%	**	1%	*%	1%	**	**	-%	1%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	205	96	**	**	**	81	**	79	74	169	**	**	58	72	75
	92%	96%	**	**	**	89%	**	94%	94%	90%	**	**	84%	94%	97%
		e												a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
Received a discount	9	5	3	3	4	**	**	8	**	**	**	**	3	2	5	2
	4%	4%	3%	4%	5%	**	**	4%	**	**	**	**	3%	2%	9%	1%
															b	
Added extra or improved services	10	5	5	2	3	**	**	10	**	**	**	**	3	2	4	3
	4%	4%	6%	4%	4%	**	**	5%	**	**	**	**	3%	3%	7%	2%
															b	
Reduced or downgraded services	2	2	*	1	*	**	**	2	**	**	**	**	*	1	1	1
	1%	1%	*%	1%	*%	**	**	1%	**	**	**	**	*%	1%	2%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	11	8	5	7	**	**	18	**	**	**	**	5	5	10	5
	8%	9%	9%	8%	10%	**	**	10%	**	**	**	**	6%	6%	16%	4%
															b	
DISCOUNT AND EXTRA SERVICES	1	*	*	1	-	**	**	1	**	**	**	**	*	-	*	-
	*%	*%	*%	1%	-%	**	**	*%	**	**	**	**	1%	-%	*%	-%
DISCOUNT AND REDUCED SERVICES	1	1	*	-	*	**	**	1	**	**	**	**	*	-	1	-
	*%	*%	*%	-%	*%	**	**	*%	**	**	**	**	*%	-%	1%	-%
DISCOUNT ONLY	7	5	3	2	3	**	**	6	**	**	**	**	2	2	4	2
	3%	4%	3%	3%	5%	**	**	4%	**	**	**	**	3%	2%	8%	1%
															b	
EXTRA SERVICES ONLY	9	4	5	2	3	**	**	9	**	**	**	**	2	2	4	3
	4%	4%	5%	3%	4%	**	**	5%	**	**	**	**	3%	3%	7%	2%
															b	
REDUCED SERVICES ONLY	1	1	-	1	*	**	**	1	**	**	**	**	-	1	*	1
	*%	1%	-%	1%	*%	**	**	1%	**	**	**	**	-%	1%	*%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	442	235	203	142	122	98	77	363	41	30	8	66	172	133	123	241
Effective Weighted Sample	323	159	169	130	88	62	55	264	27	27	8	53	117	97	92	177
Total	224	125	96	67	64	55	37	181	24	15	4	32	88	71	59	125
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	205	115	88	61	57	**	**	163	**	**	**	**	83	66	49	120
	92%	91%	91%	92%	90%	**	**	90%	**	**	**	**	94%	94%	84%	96% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	706	61	486	123	424	353	194	73	54	547	117	603	61	438	226	90
Effective Weighted Sample	502	38	473	71	413	284	124	68	53	409	111	455	59	336	172	69
Total	312	52	188	76	164	145	94	27	21	240	42	260	23	185	98	38
SWITCHED IN LAST 12 MONTHS	15	**	9	3	8	9	1	**	**	11	3	12	**	10	4	**
	5%	**	5%	3%	5%	6% b	1%	**	**	5%	7%	5%	**	5%	4%	**
CURRENTLY LOOKING FOR A NEW DEAL	4	**	1	2	1	1	2	**	**	1	*	1	**	1	1	**
	1%	**	1%	3%	1%	1%	3% a	**	**	1%	*%	1%	**	*%	1%	**
NEITHER	294	**	178	72	155	136	91	**	**	228	39	246	**	174	93	**
	94%	**	95%	94%	95%	93%	96%	**	**	95%	93%	95%	**	94%	95%	**

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~a	~b
Unweighted total	706	124	513	204	433	424	213	100	78	-	-	-	-
Effective Weighted Sample	502	106	497	180	422	399	203	91	73	-	-	-	-
Total	312	46	196	75	167	161	81	36	30	-	-	-	-
SWITCHED IN LAST 12 MONTHS	15	3	10	5	8	10	3	5	**	**	**	**	**
	5%	7%	5%	6%	5%	6%	4%	13%	**	**	**	**	**
								ab					
CURRENTLY LOOKING FOR A NEW DEAL	4	*	1	*	1	1	*	1	**	**	**	**	**
	1%	1%	1%	*%	1%	1%	*%	1%	**	**	**	**	**
NEITHER	294	42	186	70	158	150	78	31	**	**	**	**	**
	94%	92%	95%	93%	95%	94%	96%	87%	**	**	**	**	**
						c	c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	706	-	-	-	-	231	475	39	33	-	706	467	239
Effective Weighted Sample	502	-	-	-	-	183	325	29	25	-	502	410	145
Total	312	-	-	-	-	95	217	15	14	-	312	186	126
SWITCHED IN LAST 12 MONTHS	15	**	**	**	**	15	-	**	**	**	15	13	3
	5%	**	**	**	**	16%	-%	**	**	**	5%	7%	2%
						b						b	
CURRENTLY LOOKING FOR A NEW DEAL	4	**	**	**	**	1	3	**	**	**	4	*	3
	1%	**	**	**	**	1%	1%	**	**	**	1%	*%	3%
													a
NEITHER	294	**	**	**	**	80	214	**	**	**	294	173	120
	94%	**	**	**	**	84%	99%	**	**	**	94%	93%	96%
							a						

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	706	399	-	-	117	190	37	217	259	513	192	63	143	233	329
Effective Weighted Sample	502	388	-	-	111	114	30	176	210	413	110	34	119	184	214
Total	312	155	-	-	42	115	14	86	119	219	92	38	55	102	154
SWITCHED IN LAST 12 MONTHS	15	7	**	**	3	5	**	8	4	12	3	**	4	6	4
	5%	5%	**	**	7%	5%	**	9%	3%	6%	3%	**	7%	6%	3%
								ce					c		
CURRENTLY LOOKING FOR A NEW DEAL	4	1	**	**	*	2	**	1	*	1	2	**	*	*	3
	1%	1%	**	**	*%	2%	**	1%	*%	1%	3%	**	1%	*%	2%
											cd				
NEITHER	294	147	**	**	39	107	**	78	114	206	87	**	51	96	147
	94%	95%	**	**	93%	93%	**	90%	96%	94%	94%	**	92%	94%	95%
									b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	706	376	326	217	216	113	154	597	56	32	21	95	283	216	206	406
Effective Weighted Sample	502	278	221	192	171	84	88	412	53	30	21	58	218	196	132	326
Total	312	169	141	92	87	49	78	270	21	13	8	52	118	87	96	170
SWITCHED IN LAST 12 MONTHS	15	10	5	4	6	3	3	13	**	**	**	**	8	4	4	8
	5%	6%	4%	4%	6%	6%	3%	5%	**	**	**	**	7%	4%	4%	5%
CURRENTLY LOOKING FOR A NEW DEAL	4	3	1	1	*	-	2	4	**	**	**	**	2	1	2	1
	1%	2%	1%	1%	*%	-%	3%	1%	**	**	**	**	2%	1%	3%	*%
							b								b	
NEITHER	294	157	136	87	82	46	73	254	**	**	**	**	108	83	90	162
	94%	93%	96%	95%	94%	94%	94%	94%	**	**	**	**	91%	95%	94%	95%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		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	706	61	486	123	424	353	194	73	54	547	117	603	61	438	226	90
Effective Weighted Sample	502	38	473	71	413	284	124	68	53	409	111	455	59	336	172	69
Total	312	52	188	76	164	145	94	27	21	240	42	260	23	185	98	38
SWITCHED IN LAST 12 MONTHS	14	**	8	2	7	8	1	**	**	10	3	11	**	9	4	**
	4%	**	4%	2%	4%	5% b	1%	**	**	4%	6%	4%	**	5%	4%	**
CURRENTLY LOOKING FOR A NEW DEAL	4	**	1	2	1	1	2	**	**	1	*	1	**	1	1	**
	1%	**	1%	3%	1%	1%	3% a	**	**	1%	*%	1%	**	*%	1%	**
NEITHER	295	**	179	73	156	137	91	**	**	229	40	247	**	176	94	**
	95%	**	95%	95%	95%	94%	97%	**	**	96%	94%	95%	**	95%	96%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	~d	~a	~b	~a	~b
Unweighted total	706	124	513	204	433	424	213	100	78	-	-	-	-
Effective Weighted Sample	502	106	497	180	422	399	203	91	73	-	-	-	-
Total	312	46	196	75	167	161	81	36	30	-	-	-	-
SWITCHED IN LAST 12 MONTHS	14	3	8	4	7	8	3	4	**	**	**	**	**
	4%	6%	4%	6%	4%	5%	4%	10%	**	**	**	**	**
								ab					
CURRENTLY LOOKING FOR A NEW DEAL	4	*	1	*	1	1	*	1	**	**	**	**	**
	1%	1%	1%	*%	1%	1%	*%	1%	**	**	**	**	**
NEITHER	295	43	187	70	160	152	78	32	**	**	**	**	**
	95%	93%	95%	94%	95%	95%	96%	90%	**	**	**	**	**
							c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	706	-	-	-	-	231	475	39	33	-	706	467	239
Effective Weighted Sample	502	-	-	-	-	183	325	29	25	-	502	410	145
Total	312	-	-	-	-	95	217	15	14	-	312	186	126
SWITCHED IN LAST 12 MONTHS	14	**	**	**	**	14	-	**	**	**	14	11	3
	4%	**	**	**	**	14%	-%	**	**	**	4%	6%	2%
						b						b	
CURRENTLY LOOKING FOR A NEW DEAL	4	**	**	**	**	1	3	**	**	**	4	*	3
	1%	**	**	**	**	1%	1%	**	**	**	1%	*%	3%
													a
NEITHER	295	**	**	**	**	81	214	**	**	**	295	175	120
	95%	**	**	**	**	85%	99%	**	**	**	95%	94%	96%
							a						

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	706	399	-	-	117	190	37	217	259	513	192	63	143	233	329
Effective Weighted Sample	502	388	-	-	111	114	30	176	210	413	110	34	119	184	214
Total	312	155	-	-	42	115	14	86	119	219	92	38	55	102	154
SWITCHED IN LAST 12 MONTHS	14	6	**	**	3	5	**	7	4	11	2	**	3	6	4
	4%	4%	**	**	6%	4%	**	8%	3%	5%	3%	**	6%	6%	3%
								ce							
CURRENTLY LOOKING FOR A NEW DEAL	4	1	**	**	*	2	**	1	*	1	2	**	*	*	3
	1%	1%	**	**	*%	2%	**	1%	*%	1%	3%	**	1%	*%	2%
											cd				
NEITHER	295	148	**	**	40	108	**	79	114	208	88	**	51	97	147
	95%	95%	**	**	94%	94%	**	92%	96%	95%	95%	**	94%	94%	96%
									b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	706	376	326	217	216	113	154	597	56	32	21	95	283	216	206	406
Effective Weighted Sample	502	278	221	192	171	84	88	412	53	30	21	58	218	196	132	326
Total	312	169	141	92	87	49	78	270	21	13	8	52	118	87	96	170
SWITCHED IN LAST 12 MONTHS	14	9	4	4	4	3	2	11	**	**	**	**	7	3	4	6
	4%	5%	3%	4%	5%	6%	3%	4%	**	**	**	**	6%	4%	4%	4%
CURRENTLY LOOKING FOR A NEW DEAL	4	3	1	1	*	-	2	4	**	**	**	**	2	1	2	1
	1%	2%	1%	1%	*%	-%	3%	1%	**	**	**	**	2%	1%	3%	*%
							b								b	
NEITHER	295	157	137	88	83	46	74	256	**	**	**	**	110	83	90	164
	95%	93%	97%	95%	95%	94%	95%	95%	**	**	**	**	93%	95%	94%	96%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		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	885	-	885	111	774	528	357	126	98	803	22	820	5	513	312	98
Effective Weighted Sample	833	-	833	105	729	496	337	113	92	759	22	775	5	486	294	92
Total	339	-	339	43	295	201	138	44	37	303	10	311	2	196	117	36
SWITCHED ANY SERVICE IN LAST 12 MONTHS	55	**	55	9	46	51	4	44	**	50	**	51	**	36	15	**
	16%	**	16%	21%	15%	25%	3%	100%	**	16%	**	16%	**	18%	13%	**
						b		ab						b		
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	46	**	46	7	39	44	3	38	**	42	**	43	**	29	14	**
	14%	**	14%	16%	13%	22%	2%	86%	**	14%	**	14%	**	15%	12%	**
						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.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	885	-	885	111	774	530	355	137	109	221	22	238	5
Effective Weighted Sample	833	-	833	105	729	498	336	122	102	212	22	229	5
Total	339	-	339	43	295	202	136	49	41	100	10	108	2
SWITCHED ANY SERVICE IN LAST 12 MONTHS	55	**	55	9	46	52	2	49	41	15	**	17	**
	16%	**	16%	21%	15%	26%	2%	100%	100%	15%	**	16%	**
						b		ab	ab				
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	46	**	46	7	39	44	2	42	41	13	**	14	**
	14%	**	14%	16%	13%	22%	1%	86%	100%	13%	**	13%	**
						b		ab	abc				

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	885	82	161	16	12	129	270	20	16	243	399	595	290
Effective Weighted Sample	833	78	156	14	12	125	264	18	15	234	388	562	274
Total	339	37	73	6	5	50	105	7	6	110	155	236	102
SWITCHED ANY SERVICE IN LAST 12 MONTHS	55	**	10	**	**	9	17	**	**	17	26	45	10
	16%	**	14%	**	**	17%	17%	**	**	15%	17%	19%	10%
												b	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	46	**	8	**	**	7	15	**	**	14	22	37	9
	14%	**	11%	**	**	14%	14%	**	**	13%	14%	16%	9%
												b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	885	885	-	-	22	-	26	271	364	661	223	67	138	338	408
Effective Weighted Sample	833	833	-	-	22	-	24	252	347	623	214	64	125	320	389
Total	339	339	-	-	10	-	9	106	147	262	76	23	52	136	150
SWITCHED ANY SERVICE IN LAST 12 MONTHS	55	55	**	**	**	**	**	23	21	47	7	**	15	25	14
	16%	16%	**	**	**	**	**	22%	14%	18%	9%	**	29%	19%	9%
								ce		e			bc	c	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	46	46	**	**	**	**	**	17	19	39	7	**	10	23	13
	14%	14%	**	**	**	**	**	16%	13%	15%	9%	**	19%	17%	9%
								e		e			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	484	397	281	254	143	197	721	95	45	24	126	357	256	237	527
Effective Weighted Sample	833	458	373	270	241	134	183	679	90	42	23	116	334	245	222	499
Total	339	191	146	114	102	55	65	275	36	18	10	46	134	104	87	206
SWITCHED ANY SERVICE IN LAST 12 MONTHS	55	31	23	16	19	10	9	43	**	**	**	9	22	19	14	31
	16%	16%	16%	14%	19%	17%	15%	16%	**	**	**	19%	16%	18%	16%	15%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	46	26	20	14	14	9	9	35	**	**	**	9	17	16	12	26
	14%	14%	14%	12%	13%	16%	14%	13%	**	**	**	19%	13%	15%	14%	13%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		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	885	-	885	111	774	528	357	126	98	803	22	820	5	513	312	98
Effective Weighted Sample	833	-	833	105	729	496	337	113	92	759	22	775	5	486	294	92
Total	339	-	339	43	295	201	138	44	37	303	10	311	2	196	117	36
Received a discount	58	**	58	9	49	39	19	6	**	52	**	53	**	35	19	**
	17%	**	17%	20%	17%	20%	13%	13%	**	17%	**	17%	**	18%	16%	**
						b										
Added extra or improved services	19	**	19	2	17	10	9	3	**	16	**	17	**	11	6	**
	6%	**	6%	6%	6%	5%	7%	7%	**	5%	**	5%	**	6%	5%	**
Reduced or downgraded services	16	**	16	2	15	10	6	-	**	13	**	14	**	11	4	**
	5%	**	5%	4%	5%	5%	4%	-%	**	4%	**	4%	**	5%	3%	**
						c	c									
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	81	**	81	11	70	51	30	8	**	70	**	72	**	49	25	**
	24%	**	24%	26%	24%	25%	22%	18%	**	23%	**	23%	**	25%	21%	**
DISCOUNT AND EXTRA SERVICES	6	**	6	*	6	4	2	1	**	5	**	6	**	4	2	**
	2%	**	2%	1%	2%	2%	2%	2%	**	2%	**	2%	**	2%	2%	**
DISCOUNT AND REDUCED SERVICES	6	**	6	1	5	4	1	-	**	6	**	6	**	4	1	**
	2%	**	2%	2%	2%	2%	1%	-%	**	2%	**	2%	**	2%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	*	-	-	*	-	**	-	**	-	**	-	-	**
	*%	**	*%	1%	-%	-%	*%	-%	**	-%	**	-%	**	-%	-%	**
				b												
DISCOUNT ONLY	46	**	46	7	39	31	15	5	**	41	**	42	**	27	16	**
	14%	**	14%	17%	13%	16%	11%	11%	**	13%	**	13%	**	14%	13%	**
						b										
EXTRA SERVICES ONLY	13	**	13	2	11	6	7	2	**	10	**	11	**	7	3	**
	4%	**	4%	5%	4%	3%	5%	5%	**	3%	**	3%	**	4%	3%	**
REDUCED SERVICES ONLY	10	**	10	*	10	6	4	-	**	8	**	8	**	6	2	**
	3%	**	3%	1%	3%	3%	3%	-%	**	3%	**	3%	**	3%	2%	**
							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.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		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	885	-	885	111	774	528	357	126	98	803	22	820	5	513	312	98
Effective Weighted Sample	833	-	833	105	729	496	337	113	92	759	22	775	5	486	294	92
Total	339	-	339	43	295	201	138	44	37	303	10	311	2	196	117	36
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	32	**	32	32	-	18	14	4	**	30	**	31	**	19	12	**
	10%	**	10%	74%	-%	9%	10%	9%	**	10%	**	10%	**	10%	10%	**
				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.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	885	-	885	111	774	530	355	137	109	221	22	238	5
Effective Weighted Sample	833	-	833	105	729	498	336	122	102	212	22	229	5
Total	339	-	339	43	295	202	136	49	41	100	10	108	2
Received a discount	58	**	58	9	49	38	19	7	5	12	**	14	**
	17%	**	17%	20%	17%	19%	14%	14%	12%	12%	**	13%	**
Added extra or improved services	19	**	19	2	17	11	8	3	2	5	**	6	**
	6%	**	6%	6%	6%	5%	6%	7%	5%	5%	**	6%	**
Reduced or downgraded services	16	**	16	2	15	8	8	-	-	5	**	6	**
	5%	**	5%	4%	5%	4%	6%	-%	-%	5%	**	5%	**
						cd	cd						
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	81	**	81	11	70	51	30	9	7	19	**	22	**
	24%	**	24%	26%	24%	25%	22%	19%	16%	19%	**	20%	**
DISCOUNT AND EXTRA SERVICES	6	**	6	*	6	4	2	1	*	1	**	2	**
	2%	**	2%	1%	2%	2%	2%	2%	1%	1%	**	2%	**
DISCOUNT AND REDUCED SERVICES	6	**	6	1	5	3	3	-	-	2	**	2	**
	2%	**	2%	2%	2%	1%	2%	-%	-%	2%	**	2%	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	*	-	-	*	-	-	-	**	-	**
	*%	**	*%	1%	-%	-%	*%	-%	-%	-%	**	-%	**
				b									
DISCOUNT ONLY	46	**	46	7	39	32	14	6	5	9	**	10	**
	14%	**	14%	17%	13%	16%	10%	12%	11%	9%	**	9%	**
						b							
EXTRA SERVICES ONLY	13	**	13	2	11	7	6	2	2	4	**	4	**
	4%	**	4%	5%	4%	3%	4%	5%	4%	4%	**	4%	**
REDUCED SERVICES ONLY	10	**	10	*	10	5	5	-	-	3	**	4	**
	3%	**	3%	1%	3%	3%	4%	-%	-%	3%	**	4%	**
							cd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	885	-	885	111	774	530	355	137	109	221	22	238	5
Effective Weighted Sample	833	-	833	105	729	498	336	122	102	212	22	229	5
Total	339	-	339	43	295	202	136	49	41	100	10	108	2
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	32	**	32	32	-	21	12	5	4	13	**	14	**
	10%	**	10%	74%	-%	10%	9%	11%	10%	13%	**	13%	**
				b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	885	82	161	16	12	129	270	20	16	243	399	595	290
Effective Weighted Sample	833	78	156	14	12	125	264	18	15	234	388	562	274
Total	339	37	73	6	5	50	105	7	6	110	155	236	102
Received a discount	58	**	10	**	**	10	21	**	**	15	31	40	18
	17%	**	14%	**	**	21%	20%	**	**	13%	20%	17%	18%
											a		
Added extra or improved services	19	**	4	**	**	4	5	**	**	6	9	13	6
	6%	**	5%	**	**	8%	5%	**	**	5%	6%	6%	6%
Reduced or downgraded services	16	**	3	**	**	1	6	**	**	6	7	12	4
	5%	**	4%	**	**	3%	6%	**	**	6%	5%	5%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	81	**	15	**	**	14	27	**	**	23	41	55	25
	24%	**	20%	**	**	27%	26%	**	**	21%	26%	24%	25%
DISCOUNT AND EXTRA SERVICES	6	**	1	**	**	2	1	**	**	2	3	4	2
	2%	**	1%	**	**	4%	1%	**	**	2%	2%	2%	2%
DISCOUNT AND REDUCED SERVICES	6	**	1	**	**	*	3	**	**	2	3	5	*
	2%	**	2%	**	**	1%	3%	**	**	2%	2%	2%	*%
												b	
EXTRA SERVICES AND REDUCED SERVICES	*	**	-	**	**	-	-	**	**	-	-	*	-
	*%	**	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
DISCOUNT ONLY	46	**	8	**	**	8	16	**	**	11	25	30	16
	14%	**	11%	**	**	16%	16%	**	**	10%	16%	13%	15%
											a		
EXTRA SERVICES ONLY	13	**	3	**	**	2	3	**	**	4	6	9	4
	4%	**	4%	**	**	4%	3%	**	**	4%	4%	4%	4%
REDUCED SERVICES ONLY	10	**	2	**	**	1	3	**	**	4	4	6	4
	3%	**	2%	**	**	2%	3%	**	**	4%	3%	3%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	885	82	161	16	12	129	270	20	16	243	399	595	290
Effective Weighted Sample	833	78	156	14	12	125	264	18	15	234	388	562	274
Total	339	37	73	6	5	50	105	7	6	110	155	236	102
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	32	**	10	**	**	2	8	**	**	14	10	25	7
	10%	**	13%	**	**	3%	8%	**	**	13% b	7%	11%	7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	885	885	-	-	22	-	26	271	364	661	223	67	138	338	408
Effective Weighted Sample	833	833	-	-	22	-	24	252	347	623	214	64	125	320	389
Total	339	339	-	-	10	-	9	106	147	262	76	23	52	136	150
Received a discount	58	58	**	**	**	**	**	18	24	44	14	**	8	26	24
	17%	17%	**	**	**	**	**	17%	16%	17%	18%	**	15%	19%	16%
Added extra or improved services	19	19	**	**	**	**	**	5	9	15	4	**	2	7	10
	6%	6%	**	**	**	**	**	5%	6%	6%	6%	**	5%	5%	7%
Reduced or downgraded services	16	16	**	**	**	**	**	5	8	13	3	**	2	6	8
	5%	5%	**	**	**	**	**	5%	6%	5%	4%	**	4%	5%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	81	81	**	**	**	**	**	26	35	63	18	**	12	35	34
	24%	24%	**	**	**	**	**	25%	24%	24%	23%	**	22%	26%	23%
DISCOUNT AND EXTRA SERVICES	6	6	**	**	**	**	**	*	3	4	2	**	*	3	3
	2%	2%	**	**	**	**	**	*%	2%	1%	3%	**	1%	2%	2%
											b				
DISCOUNT AND REDUCED SERVICES	6	6	**	**	**	**	**	1	3	4	1	**	1	1	3
	2%	2%	**	**	**	**	**	1%	2%	2%	1%	**	2%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	*	*	**	**	**	**	**	-	*	*	-	**	-	*	-
	*%	*%	**	**	**	**	**	-%	*%	*%	-%	**	-%	*%	-%
DISCOUNT ONLY	46	46	**	**	**	**	**	16	18	36	10	**	7	22	17
	14%	14%	**	**	**	**	**	15%	12%	14%	14%	**	13%	16%	11%
														c	
EXTRA SERVICES ONLY	13	13	**	**	**	**	**	5	6	11	2	**	2	4	6
	4%	4%	**	**	**	**	**	4%	4%	4%	3%	**	4%	3%	4%
REDUCED SERVICES ONLY	10	10	**	**	**	**	**	4	5	8	2	**	1	5	4
	3%	3%	**	**	**	**	**	3%	3%	3%	2%	**	3%	3%	3%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	32	32	**	**	**	**	**	15	9	25	7	**	9	11	13
	10%	10%	**	**	**	**	**	15%	6%	10%	9%	**	17%	8%	9%
								cd		c			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	484	397	281	254	143	197	721	95	45	24	126	357	256	237	527
Effective Weighted Sample	833	458	373	270	241	134	183	679	90	42	23	116	334	245	222	499
Total	339	191	146	114	102	55	65	275	36	18	10	46	134	104	87	206
Received a discount	58	36	22	19	17	7	13	48	**	**	**	8	24	16	17	34
	17%	19%	15%	17%	17%	14%	21%	18%	**	**	**	17%	18%	16%	19%	16%
Added extra or improved services	19	9	10	4	8	4	2	16	**	**	**	1	6	7	5	11
	6%	5%	7%	4%	8%	7%	4%	6%	**	**	**	3%	5%	6%	6%	5%
					ad											
Reduced or downgraded services	16	9	7	7	4	3	3	13	**	**	**	3	5	6	3	11
	5%	5%	5%	6%	3%	5%	5%	5%	**	**	**	7%	4%	5%	4%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	81	46	34	25	25	13	17	67	**	**	**	11	32	25	21	49
	24%	24%	24%	22%	24%	24%	27%	24%	**	**	**	23%	24%	24%	24%	24%
DISCOUNT AND EXTRA SERVICES	6	4	3	2	2	1	1	5	**	**	**	1	2	2	3	3
	2%	2%	2%	2%	2%	1%	1%	2%	**	**	**	2%	2%	2%	3%	1%
DISCOUNT AND REDUCED SERVICES	6	5	1	3	2	-	1	5	**	**	**	1	2	2	2	3
	2%	2%	1%	3%	2%	-%	1%	2%	**	**	**	2%	1%	2%	2%	2%
		b		c												
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	-	*	-	*	**	**	**	-	-	-	-	*
	*%	-%	*%	-%	-%	1%	-%	*%	**	**	**	-%	-%	-%	-%	*%
DISCOUNT ONLY	46	28	18	14	13	7	12	38	**	**	**	6	20	13	13	28
	14%	15%	12%	12%	13%	13%	18%	14%	**	**	**	14%	15%	12%	15%	13%
EXTRA SERVICES ONLY	13	5	8	2	6	3	1	11	**	**	**	1	4	5	3	8
	4%	3%	5%	2%	6%	6%	2%	4%	**	**	**	1%	3%	5%	3%	4%
					a	a										
REDUCED SERVICES ONLY	10	5	5	3	2	3	3	8	**	**	**	3	3	4	2	7
	3%	2%	4%	3%	2%	5%	4%	3%	**	**	**	5%	2%	4%	2%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	484	397	281	254	143	197	721	95	45	24	126	357	256	237	527
Effective Weighted Sample	833	458	373	270	241	134	183	679	90	42	23	116	334	245	222	499
Total	339	191	146	114	102	55	65	275	36	18	10	46	134	104	87	206
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	32	15	17	9	11	6	5	24	**	**	**	4	13	8	8	18
	10%	8%	12%	8%	11%	11%	8%	9%	**	**	**	9%	10%	7%	9%	9%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		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	885	-	885	111	774	528	357	126	98	803	22	820	5	513	312	98
Effective Weighted Sample	833	-	833	105	729	496	337	113	92	759	22	775	5	486	294	92
Total	339	-	339	43	295	201	138	44	37	303	10	311	2	196	117	36
Received a discount	13	**	13	2	11	8	5	2	**	12	**	12	**	9	3	**
	4%	**	4%	4%	4%	4%	4%	4%	**	4%	**	4%	**	5%	3%	**
Added extra or improved services	10	**	10	2	8	5	5	1	**	8	**	8	**	6	3	**
	3%	**	3%	5%	3%	2%	4%	2%	**	3%	**	2%	**	3%	2%	**
Reduced or downgraded services	1	**	1	-	1	*	1	-	**	1	**	1	**	-	1	**
	*%	**	*%	-%	*%	*%	1%	-%	**	*%	**	*%	**	-%	1%	**
															a	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	22	**	22	4	18	12	10	2	**	19	**	19	**	13	7	**
	6%	**	6%	8%	6%	6%	7%	5%	**	6%	**	6%	**	7%	6%	**
DISCOUNT AND EXTRA SERVICES	3	**	3	*	2	1	1	*	**	1	**	1	**	2	*	**
	1%	**	1%	1%	1%	1%	1%	1%	**	*%	**	*%	**	1%	*%	**
DISCOUNT ONLY	10	**	10	1	9	7	3	1	**	10	**	10	**	7	3	**
	3%	**	3%	3%	3%	3%	3%	3%	**	3%	**	3%	**	4%	2%	**
EXTRA SERVICES ONLY	8	**	8	2	6	4	4	*	**	6	**	6	**	4	2	**
	2%	**	2%	4%	2%	2%	3%	1%	**	2%	**	2%	**	2%	2%	**
REDUCED SERVICES ONLY	1	**	1	-	1	*	1	-	**	1	**	1	**	-	1	**
	*%	**	*%	-%	*%	*%	1%	-%	**	*%	**	*%	**	-%	1%	**
															a	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	40	**	40	40	-	22	18	5	**	36	**	37	**	22	15	**
	12%	**	12%	92%	-%	11%	13%	12%	**	12%	**	12%	**	11%	13%	**
				b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	885	-	885	111	774	530	355	137	109	221	22	238	5
Effective Weighted Sample	833	-	833	105	729	498	336	122	102	212	22	229	5
Total	339	-	339	43	295	202	136	49	41	100	10	108	2
Received a discount	13	**	13	2	11	9	4	2	1	5	**	5	**
	4%	**	4%	4%	4%	4%	3%	4%	3%	5%	**	5%	**
Added extra or improved services	10	**	10	2	8	5	6	1	*	5	**	5	**
	3%	**	3%	5%	3%	2%	4%	1%	1%	5%	**	5%	**
Reduced or downgraded services	1	**	1	-	1	*	1	-	-	-	**	-	**
	*%	**	*%	-%	*%	*%	1%	-%	-%	-%	**	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	22	**	22	4	18	13	9	2	2	10	**	10	**
	6%	**	6%	8%	6%	6%	6%	5%	4%	10%	**	9%	**
DISCOUNT AND EXTRA SERVICES	3	**	3	*	2	1	2	-	-	*	**	*	**
	1%	**	1%	1%	1%	*%	1%	-%	-%	*%	**	*%	**
DISCOUNT ONLY	10	**	10	1	9	8	2	2	1	5	**	5	**
	3%	**	3%	3%	3%	4%	2%	4%	3%	5%	**	5%	**
EXTRA SERVICES ONLY	8	**	8	2	6	4	4	1	*	4	**	4	**
	2%	**	2%	4%	2%	2%	3%	1%	1%	4%	**	4%	**
REDUCED SERVICES ONLY	1	**	1	-	1	*	1	-	-	-	**	-	**
	*%	**	*%	-%	*%	*%	1%	-%	-%	-%	**	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	40	**	40	40	-	23	17	7	5	15	**	16	**
	12%	**	12%	92%	-%	12%	12%	14%	13%	15%	**	15%	**
				b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	885	82	161	16	12	129	270	20	16	243	399	595	290
Effective Weighted Sample	833	78	156	14	12	125	264	18	15	234	388	562	274
Total	339	37	73	6	5	50	105	7	6	110	155	236	102
Received a discount	13	**	2	**	**	3	2	**	**	6	6	8	5
	4%	**	3%	**	**	7%	2%	**	**	5%	4%	3%	5%
						b							
Added extra or improved services	10	**	2	**	**	1	2	**	**	6	3	7	3
	3%	**	3%	**	**	2%	2%	**	**	5%	2%	3%	3%
										b			
Reduced or downgraded services	1	**	-	**	**	-	1	**	**	-	1	*	1
	*%	**	-%	**	**	-%	1%	**	**	-%	*%	*%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	22	**	5	**	**	3	4	**	**	11	8	14	7
	6%	**	6%	**	**	7%	4%	**	**	10%	5%	6%	7%
										b			
DISCOUNT AND EXTRA SERVICES	3	**	-	**	**	1	*	**	**	1	1	1	1
	1%	**	-%	**	**	2%	*%	**	**	1%	1%	1%	1%
DISCOUNT ONLY	10	**	2	**	**	2	2	**	**	5	4	7	3
	3%	**	3%	**	**	5%	2%	**	**	4%	3%	3%	3%
EXTRA SERVICES ONLY	8	**	2	**	**	-	1	**	**	5	1	6	2
	2%	**	3%	**	**	-%	1%	**	**	5%	1%	2%	2%
										b			
REDUCED SERVICES ONLY	1	**	-	**	**	-	1	**	**	-	1	*	1
	*%	**	-%	**	**	-%	1%	**	**	-%	*%	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	40	**	12	**	**	3	11	**	**	16	14	29	11
	12%	**	16%	**	**	6%	11%	**	**	15%	9%	12%	10%
										b			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	885	885	-	-	22	-	26	271	364	661	223	67	138	338	408
Effective Weighted Sample	833	833	-	-	22	-	24	252	347	623	214	64	125	320	389
Total	339	339	-	-	10	-	9	106	147	262	76	23	52	136	150
Received a discount	13	13	**	**	**	**	**	5	5	10	3	**	3	6	4
	4%	4%	**	**	**	**	**	4%	3%	4%	3%	**	6%	4%	2%
													c		
Added extra or improved services	10	10	**	**	**	**	**	3	3	6	4	**	3	3	5
	3%	3%	**	**	**	**	**	3%	2%	2%	5%	**	5%	2%	3%
											c				
Reduced or downgraded services	1	1	**	**	**	**	**	-	1	1	*	**	-	*	1
	*%	*%	**	**	**	**	**	-%	1%	*%	*%	**	-%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	22	22	**	**	**	**	**	7	7	16	5	**	5	8	8
	6%	6%	**	**	**	**	**	7%	5%	6%	7%	**	10%	6%	5%
													c		
DISCOUNT AND EXTRA SERVICES	3	3	**	**	**	**	**	-	1	1	1	**	*	1	1
	1%	1%	**	**	**	**	**	-%	1%	*%	2%	**	1%	1%	1%
											b				
DISCOUNT ONLY	10	10	**	**	**	**	**	5	4	9	1	**	3	5	2
	3%	3%	**	**	**	**	**	4%	3%	3%	2%	**	5%	4%	2%
													c		
EXTRA SERVICES ONLY	8	8	**	**	**	**	**	3	2	5	3	**	2	2	4
	2%	2%	**	**	**	**	**	3%	1%	2%	3%	**	4%	1%	2%
REDUCED SERVICES ONLY	1	1	**	**	**	**	**	-	1	1	*	**	-	*	1
	*%	*%	**	**	**	**	**	-%	1%	*%	*%	**	-%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	40	40	**	**	**	**	**	16	13	30	10	**	9	12	19
	12%	12%	**	**	**	**	**	15%	9%	11%	13%	**	16%	9%	13%
								c					b		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	484	397	281	254	143	197	721	95	45	24	126	357	256	237	527
Effective Weighted Sample	833	458	373	270	241	134	183	679	90	42	23	116	334	245	222	499
Total	339	191	146	114	102	55	65	275	36	18	10	46	134	104	87	206
Received a discount	13	8	5	4	3	3	3	12	**	**	**	2	7	2	4	7
	4%	4%	3%	3%	3%	5%	4%	4%	**	**	**	4%	6%	2%	5%	3%
													c			
Added extra or improved services	10	7	4	3	4	2	1	9	**	**	**	*	5	3	3	4
	3%	3%	2%	3%	4%	4%	1%	3%	**	**	**	1%	4%	3%	4%	2%
Reduced or downgraded services	1	1	*	-	-	*	1	1	**	**	**	*	*	-	-	1
	*%	*%	*%	-%	-%	1%	1%	*%	**	**	**	1%	*%	-%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	22	13	8	6	7	4	4	19	**	**	**	2	12	4	6	11
	6%	7%	6%	5%	7%	8%	6%	7%	**	**	**	5%	9%	4%	7%	5%
													c			
DISCOUNT AND EXTRA SERVICES	3	2	*	1	1	1	*	2	**	**	**	*	1	1	2	1
	1%	1%	*%	*%	1%	2%	*%	1%	**	**	**	1%	1%	1%	2%	*%
															b	
DISCOUNT ONLY	10	6	4	3	2	2	2	9	**	**	**	1	6	1	3	6
	3%	3%	3%	3%	2%	4%	4%	3%	**	**	**	3%	5%	1%	3%	3%
													c			
EXTRA SERVICES ONLY	8	4	3	2	3	1	1	7	**	**	**	-	4	2	2	3
	2%	2%	2%	2%	3%	2%	1%	2%	**	**	**	-%	3%	2%	2%	2%
													a			
REDUCED SERVICES ONLY	1	1	*	-	-	*	1	1	**	**	**	*	*	-	-	1
	*%	*%	*%	-%	-%	1%	1%	*%	**	**	**	1%	*%	-%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	40	21	19	12	12	8	8	31	**	**	**	5	15	11	10	23
	12%	11%	13%	10%	12%	14%	12%	11%	**	**	**	10%	12%	11%	11%	11%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		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	826	-	826	-	826	503	323	113	89	710	61	767	4	485	286	95
Effective Weighted Sample	770	-	770	-	770	470	300	100	83	668	59	723	4	458	268	89
Total	319	-	319	-	319	193	126	41	35	269	25	292	2	186	108	35
SWITCHED ANY SERVICE IN LAST 12 MONTHS	48	**	48	**	48	46	3	41	**	43	**	45	**	32	13	**
	15%	**	15%	**	15%	24%	2%	100%	**	16%	**	15%	**	17%	12%	**
						b		ab								
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	42	**	42	**	42	40	2	36	**	37	**	39	**	26	12	**
	13%	**	13%	**	13%	21%	2%	87%	**	14%	**	13%	**	14%	11%	**
						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.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	826	-	826	-	826	500	326	122	98	195	34	225	4
Effective Weighted Sample	770	-	770	-	770	469	301	108	91	188	31	213	4
Total	319	-	319	-	319	192	127	44	38	88	19	105	2
SWITCHED ANY SERVICE IN LAST 12 MONTHS	48	**	48	**	48	46	2	44	**	12	**	15	**
	15%	**	15%	**	15%	24%	2%	100%	**	14%	**	14%	**
						b		ab					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	42	**	42	**	42	40	2	39	**	11	**	14	**
	13%	**	13%	**	13%	21%	1%	88%	**	13%	**	13%	**
						b		ab					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	826	79	150	15	12	127	246	19	15	229	373	552	274
Effective Weighted Sample	770	76	141	14	12	123	241	17	14	217	363	515	258
Total	319	36	71	6	5	49	95	7	6	107	145	222	97
SWITCHED ANY SERVICE IN LAST 12 MONTHS	48	**	9	**	**	9	14	**	**	15	23	39	9
	15%	**	13%	**	**	18%	15%	**	**	14%	16%	18%	9%
												b	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	42	**	8	**	**	7	13	**	**	14	20	33	9
	13%	**	12%	**	**	14%	14%	**	**	13%	14%	15%	9%
												b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	826	774	10	5	56	-	23	243	353	619	205	62	124	322	378
Effective Weighted Sample	770	729	9	5	54	-	22	223	332	577	196	59	113	301	356
Total	319	295	8	2	23	-	8	95	145	249	69	21	48	132	139
SWITCHED ANY SERVICE IN LAST 12 MONTHS	48	46	**	**	**	**	**	21	19	43	5	**	13	25	10
	15%	15%	**	**	**	**	**	22%	13%	17%	7%	**	28%	19%	7%
								ce	e	e			bc	c	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	42	39	**	**	**	**	**	17	18	37	5	**	10	22	10
	13%	13%	**	**	**	**	**	17%	13%	15%	7%	**	21%	17%	7%
								e	e	e			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	826	460	360	261	236	135	187	676	88	40	22	121	333	241	224	496
Effective Weighted Sample	770	432	333	250	221	127	168	634	81	37	19	111	307	228	211	465
Total	319	181	135	107	95	52	62	259	34	17	10	45	126	100	83	197
SWITCHED ANY SERVICE IN LAST 12 MONTHS	48	27	21	16	15	8	8	38	**	**	**	8	16	19	11	30
	15%	15%	15%	15%	16%	15%	13%	15%	**	**	**	18%	13%	19%	13%	15%
														b		
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	42	24	18	14	12	8	8	33	**	**	**	8	14	16	10	26
	13%	13%	13%	13%	12%	15%	13%	13%	**	**	**	18%	11%	16%	12%	13%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		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	563	-	563	51	512	352	211	52	39	535	-	535	-	298	237	56
Effective Weighted Sample	540	-	540	48	492	338	202	48	38	517	-	517	-	287	229	54
Total	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
SWITCHED ANY SERVICE IN LAST 12 MONTHS	38	**	38	**	31	36	2	**	**	37	**	37	**	20	16	**
	11%	**	11%	**	10%	16% b	1%	**	**	11%	**	11%	**	11%	11%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	31	**	31	**	26	29	1	**	**	29	**	29	**	15	15	**
	9%	**	9%	**	8%	13% b	1%	**	**	9%	**	9%	**	8%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	563	-	563	41	522	318	245	57	41	-	563	50	513
Effective Weighted Sample	540	-	540	39	502	306	235	52	39	-	540	47	494
Total	353	-	353	25	328	199	154	33	25	-	353	32	321
SWITCHED ANY SERVICE IN LAST 12 MONTHS	38	**	38	**	31	34	4	**	**	**	38	**	30
	11%	**	11%	**	10%	17%	3%	**	**	**	11%	**	9%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	31	**	31	**	26	27	4	**	**	**	31	**	24
	9%	**	9%	**	8%	14%	2%	**	**	**	9%	**	8%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	563	273	290	40	27	-	-	-	-	563	-	434	129
Effective Weighted Sample	540	261	279	35	25	-	-	-	-	540	-	416	124
Total	353	169	185	22	16	-	-	-	-	353	-	274	80
SWITCHED ANY SERVICE IN LAST 12 MONTHS	38	26	12	**	**	**	**	**	**	38	**	34	4
	11%	15%	7%	**	**	**	**	**	**	11%	**	12%	5%
		b										b	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	31	20	10	**	**	**	**	**	**	31	**	27	4
	9%	12%	6%	**	**	**	**	**	**	9%	**	10%	5%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	563	-	563	-	-	-	18	207	234	459	103	19	101	246	215
Effective Weighted Sample	540	-	540	-	-	-	15	197	229	440	101	19	93	238	209
Total	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
SWITCHED ANY SERVICE IN LAST 12 MONTHS	38	**	38	**	**	**	**	16	16	33	5	**	11	16	11
	11%	**	11%	**	**	**	**	12%	10%	11%	8%	**	18% bc	10%	8%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	31	**	31	**	**	**	**	11	14	26	5	**	7	13	11
	9%	**	9%	**	**	**	**	9%	9%	9%	8%	**	11%	8%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	563	276	287	161	152	122	121	457	55	34	17	78	248	173	155	342
Effective Weighted Sample	540	263	278	156	148	114	117	440	52	32	16	75	237	167	149	330
Total	353	176	177	106	101	74	69	286	36	21	11	49	152	113	93	219
SWITCHED ANY SERVICE IN LAST 12 MONTHS	38	18	20	14	10	7	7	31	**	**	**	**	19	10	13	22
	11%	10%	11%	13%	10%	10%	9%	11%	**	**	**	**	13%	8%	14%	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	31	14	16	10	9	6	6	25	**	**	**	**	15	7	11	18
	9%	8%	9%	10%	9%	8%	8%	9%	**	**	**	**	10%	6%	12%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		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	563	-	563	51	512	352	211	52	39	535	-	535	-	298	237	56
Effective Weighted Sample	540	-	540	48	492	338	202	48	38	517	-	517	-	287	229	54
Total	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	37	**	37	**	30	36	1	**	**	35	**	35	**	20	16	**
	10%	**	10%	**	9%	16% b	*%	**	**	11%	**	11%	**	10%	11%	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	29	**	29	**	24	29	1	**	**	28	**	28	**	13	15	**
	8%	**	8%	**	7%	13% b	*%	**	**	8%	**	8%	**	7%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	563	-	563	41	522	318	245	57	41	-	563	50	513
Effective Weighted Sample	540	-	540	39	502	306	235	52	39	-	540	47	494
Total	353	-	353	25	328	199	154	33	25	-	353	32	321
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	37	**	37	**	30	34	3	**	**	**	37	**	29
	10%	**	10%	**	9%	17%	2%	**	**	**	10%	**	9%
						b							
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	29	**	29	**	24	26	3	**	**	**	29	**	23
	8%	**	8%	**	7%	13%	2%	**	**	**	8%	**	7%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	563	273	290	40	27	-	-	-	-	563	-	434	129
Effective Weighted Sample	540	261	279	35	25	-	-	-	-	540	-	416	124
Total	353	169	185	22	16	-	-	-	-	353	-	274	80
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	37	24	12	**	**	**	**	**	**	37	**	32	4
	10%	14%	7%	**	**	**	**	**	**	10%	**	12%	5%
		b										b	
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	29	19	10	**	**	**	**	**	**	29	**	25	4
	8%	11%	6%	**	**	**	**	**	**	8%	**	9%	5%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	563	-	563	-	-	-	18	207	234	459	103	19	101	246	215
Effective Weighted Sample	540	-	540	-	-	-	15	197	229	440	101	19	93	238	209
Total	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	37	**	37	**	**	**	**	16	15	32	5	**	11	16	10
	10%	**	10%	**	**	**	**	12%	10%	11%	8%	**	18%	10%	8%
													bc		
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	29	**	29	**	**	**	**	11	14	24	5	**	6	13	10
	8%	**	8%	**	**	**	**	8%	9%	8%	8%	**	10%	8%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	563	276	287	161	152	122	121	457	55	34	17	78	248	173	155	342
Effective Weighted Sample	540	263	278	156	148	114	117	440	52	32	16	75	237	167	149	330
Total	353	176	177	106	101	74	69	286	36	21	11	49	152	113	93	219
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	37	16	20	14	10	7	6	29	**	**	**	**	19	9	12	22
	10%	9%	11%	13%	10%	9%	9%	10%	**	**	**	**	13%	8%	13%	10%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	29	14	16	10	9	5	5	23	**	**	**	**	15	7	10	18
	8%	8%	9%	10%	9%	7%	8%	8%	**	**	**	**	10%	6%	11%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		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	563	-	563	51	512	352	211	52	39	535	-	535	-	298	237	56
Effective Weighted Sample	540	-	540	48	492	338	202	48	38	517	-	517	-	287	229	54
Total	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
Received a discount	78	**	78	**	70	47	31	**	**	75	**	75	**	46	29	**
	22%	**	22%	**	22%	22%	23%	**	**	22%	**	22%	**	25%	20%	**
Added extra or improved services	56	**	56	**	48	36	21	**	**	56	**	56	**	35	21	**
	16%	**	16%	**	15%	16%	16%	**	**	17%	**	17%	**	19%	14%	**
Reduced or downgraded services	37	**	37	**	33	22	15	**	**	33	**	33	**	22	12	**
	10%	**	10%	**	10%	10%	11%	**	**	10%	**	10%	**	12%	8%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	**	129	**	114	80	50	**	**	122	**	122	**	75	47	**
	37%	**	37%	**	35%	36%	37%	**	**	37%	**	37%	**	40%	32%	**
ALL 3 CHANGES	4	**	4	**	4	2	2	**	**	4	**	4	**	2	2	**
	1%	**	1%	**	1%	1%	2%	**	**	1%	**	1%	**	1%	1%	**
DISCOUNT AND EXTRA SERVICES	21	**	21	**	18	13	8	**	**	21	**	21	**	14	7	**
	6%	**	6%	**	6%	6%	6%	**	**	6%	**	6%	**	8%	5%	**
DISCOUNT AND REDUCED SERVICES	10	**	10	**	10	6	3	**	**	9	**	9	**	6	3	**
	3%	**	3%	**	3%	3%	2%	**	**	3%	**	3%	**	3%	2%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	3	**	2	2	1	**	**	3	**	3	**	3	1	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	*%	**
DISCOUNT ONLY	45	**	45	**	39	26	19	**	**	42	**	42	**	25	17	**
	13%	**	13%	**	12%	12%	14%	**	**	13%	**	13%	**	13%	12%	**
EXTRA SERVICES ONLY	30	**	30	**	24	21	9	**	**	29	**	29	**	18	12	**
	8%	**	8%	**	8%	9%	7%	**	**	9%	**	9%	**	9%	8%	**
REDUCED SERVICES ONLY	21	**	21	**	19	12	9	**	**	18	**	18	**	11	7	**
	6%	**	6%	**	6%	5%	7%	**	**	5%	**	5%	**	6%	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		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	563	-	563	51	512	352	211	52	39	535	-	535	-	298	237	56
Effective Weighted Sample	540	-	540	48	492	338	202	48	38	517	-	517	-	287	229	54
Total	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	21	**	5	13	8	**	**	19	**	19	**	9	10	**
	6%	**	6%	**	2%	6%	6%	**	**	6%	**	6%	**	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.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	563	-	563	41	522	318	245	57	41	-	563	50	513
Effective Weighted Sample	540	-	540	39	502	306	235	52	39	-	540	47	494
Total	353	-	353	25	328	199	154	33	25	-	353	32	321
Received a discount	78	**	78	**	69	40	38	**	**	**	78	**	69
	22%	**	22%	**	21%	20%	25%	**	**	**	22%	**	21%
Added extra or improved services	56	**	56	**	49	35	22	**	**	**	56	**	47
	16%	**	16%	**	15%	17%	14%	**	**	**	16%	**	15%
Reduced or downgraded services	37	**	37	**	33	21	16	**	**	**	37	**	32
	10%	**	10%	**	10%	11%	10%	**	**	**	10%	**	10%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	**	129	**	114	74	56	**	**	**	129	**	113
	37%	**	37%	**	35%	37%	36%	**	**	**	37%	**	35%
ALL 3 CHANGES	4	**	4	**	4	1	2	**	**	**	4	**	4
	1%	**	1%	**	1%	1%	2%	**	**	**	1%	**	1%
DISCOUNT AND EXTRA SERVICES	21	**	21	**	18	12	10	**	**	**	21	**	17
	6%	**	6%	**	5%	6%	6%	**	**	**	6%	**	5%
DISCOUNT AND REDUCED SERVICES	10	**	10	**	10	5	5	**	**	**	10	**	9
	3%	**	3%	**	3%	2%	3%	**	**	**	3%	**	3%
EXTRA SERVICES AND REDUCED SERVICES	3	**	3	**	2	3	1	**	**	**	3	**	2
	1%	**	1%	**	1%	1%	*%	**	**	**	1%	**	1%
DISCOUNT ONLY	45	**	45	**	38	23	22	**	**	**	45	**	39
	13%	**	13%	**	12%	12%	14%	**	**	**	13%	**	12%
EXTRA SERVICES ONLY	30	**	30	**	26	21	9	**	**	**	30	**	24
	8%	**	8%	**	8%	10%	6%	**	**	**	8%	**	8%
REDUCED SERVICES ONLY	21	**	21	**	19	13	8	**	**	**	21	**	18
	6%	**	6%	**	6%	6%	5%	**	**	**	6%	**	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	563	-	563	41	522	318	245	57	41	-	563	50	513
Effective Weighted Sample	540	-	540	39	502	306	235	52	39	-	540	47	494
Total	353	-	353	25	328	199	154	33	25	-	353	32	321
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	21	**	11	10	12	**	**	**	21	**	6
	6%	**	6%	**	3%	5%	8%	**	**	**	6%	**	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	563	273	290	40	27	-	-	-	-	563	-	434	129
Effective Weighted Sample	540	261	279	35	25	-	-	-	-	540	-	416	124
Total	353	169	185	22	16	-	-	-	-	353	-	274	80
Received a discount	78	29	49	**	**	**	**	**	**	78	**	60	18
	22%	17%	27%	**	**	**	**	**	**	22%	**	22%	23%
			a										
Added extra or improved services	56	28	28	**	**	**	**	**	**	56	**	50	7
	16%	17%	15%	**	**	**	**	**	**	16%	**	18%	9%
												b	
Reduced or downgraded services	37	16	21	**	**	**	**	**	**	37	**	25	11
	10%	9%	11%	**	**	**	**	**	**	10%	**	9%	14%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	58	71	**	**	**	**	**	**	129	**	102	28
	37%	35%	38%	**	**	**	**	**	**	37%	**	37%	35%
ALL 3 CHANGES	4	-	4	**	**	**	**	**	**	4	**	3	1
	1%	-%	2%	**	**	**	**	**	**	1%	**	1%	1%
			a										
DISCOUNT AND EXTRA SERVICES	21	9	12	**	**	**	**	**	**	21	**	18	3
	6%	5%	7%	**	**	**	**	**	**	6%	**	7%	3%
DISCOUNT AND REDUCED SERVICES	10	4	6	**	**	**	**	**	**	10	**	6	4
	3%	2%	3%	**	**	**	**	**	**	3%	**	2%	5%
EXTRA SERVICES AND REDUCED SERVICES	3	1	2	**	**	**	**	**	**	3	**	2	1
	1%	1%	1%	**	**	**	**	**	**	1%	**	1%	2%
DISCOUNT ONLY	45	17	28	**	**	**	**	**	**	45	**	33	12
	13%	10%	15%	**	**	**	**	**	**	13%	**	12%	15%
EXTRA SERVICES ONLY	30	19	11	**	**	**	**	**	**	30	**	27	3
	8%	11%	6%	**	**	**	**	**	**	8%	**	10%	4%
		b										b	
REDUCED SERVICES ONLY	21	10	11	**	**	**	**	**	**	21	**	14	6
	6%	6%	6%	**	**	**	**	**	**	6%	**	5%	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	563	273	290	40	27	-	-	-	-	563	-	434	129
Effective Weighted Sample	540	261	279	35	25	-	-	-	-	540	-	416	124
Total	353	169	185	22	16	-	-	-	-	353	-	274	80
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	8	13	**	**	**	**	**	**	21	**	20	1
	6%	5%	7%	**	**	**	**	**	**	6%	**	7%	2%
												b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	563	-	563	-	-	-	18	207	234	459	103	19	101	246	215
Effective Weighted Sample	540	-	540	-	-	-	15	197	229	440	101	19	93	238	209
Total	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
Received a discount	78	**	78	**	**	**	**	34	31	66	12	**	15	36	28
	22%	**	22%	**	**	**	**	26%	20%	22%	21%	**	24%	22%	21%
Added extra or improved services	56	**	56	**	**	**	**	28	18	48	8	**	16	23	17
	16%	**	16%	**	**	**	**	21%	12%	16%	15%	**	26%	15%	13%
								c					bc		
Reduced or downgraded services	37	**	37	**	**	**	**	9	20	29	7	**	5	14	18
	10%	**	10%	**	**	**	**	7%	13%	10%	13%	**	9%	9%	13%
									b						
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	**	129	**	**	**	**	52	54	109	21	**	25	58	47
	37%	**	37%	**	**	**	**	40%	35%	37%	36%	**	42%	36%	35%
ALL 3 CHANGES	4	**	4	**	**	**	**	2	1	3	*	**	1	1	1
	1%	**	1%	**	**	**	**	1%	1%	1%	1%	**	2%	1%	1%
DISCOUNT AND EXTRA SERVICES	21	**	21	**	**	**	**	11	6	18	3	**	6	8	7
	6%	**	6%	**	**	**	**	9%	4%	6%	5%	**	10%	5%	5%
								c							
DISCOUNT AND REDUCED SERVICES	10	**	10	**	**	**	**	1	6	7	2	**	1	4	5
	3%	**	3%	**	**	**	**	1%	4%	2%	4%	**	1%	2%	4%
EXTRA SERVICES AND REDUCED SERVICES	3	**	3	**	**	**	**	1	1	2	1	**	1	-	2
	1%	**	1%	**	**	**	**	1%	*%	1%	2%	**	2%	-%	1%
													b		
DISCOUNT ONLY	45	**	45	**	**	**	**	20	18	38	7	**	7	22	15
	13%	**	13%	**	**	**	**	15%	12%	13%	12%	**	12%	14%	11%
EXTRA SERVICES ONLY	30	**	30	**	**	**	**	13	12	26	4	**	7	14	9
	8%	**	8%	**	**	**	**	10%	8%	9%	7%	**	12%	9%	7%
REDUCED SERVICES ONLY	21	**	21	**	**	**	**	5	13	17	3	**	2	9	10
	6%	**	6%	**	**	**	**	4%	8%	6%	6%	**	3%	6%	8%
									b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	563	-	563	-	-	-	18	207	234	459	103	19	101	246	215
Effective Weighted Sample	540	-	540	-	-	-	15	197	229	440	101	19	93	238	209
Total	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	**	21	**	**	**	**	8	11	20	1	**	6	10	6
	6%	**	6%	**	**	**	**	6%	7%	7%	2%	**	9%	6%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	563	276	287	161	152	122	121	457	55	34	17	78	248	173	155	342
Effective Weighted Sample	540	263	278	156	148	114	117	440	52	32	16	75	237	167	149	330
Total	353	176	177	106	101	74	69	286	36	21	11	49	152	113	93	219
Received a discount	78	40	39	22	25	16	14	66	**	**	**	**	40	23	22	51
	22%	23%	22%	21%	25%	21%	21%	23%	**	**	**	**	26%	20%	23%	23%
Added extra or improved services	56	28	29	16	14	13	12	49	**	**	**	**	23	17	20	32
	16%	16%	16%	15%	14%	18%	18%	17%	**	**	**	**	15%	15%	22% b	15%
Reduced or downgraded services	37	18	19	13	10	6	7	28	**	**	**	**	16	10	14	18
	10%	10%	11%	12%	10%	8%	11%	10%	**	**	**	**	11%	9%	15% b	8%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	66	64	39	36	28	25	107	**	**	**	**	60	38	43	75
	37%	37%	36%	37%	36%	38%	36%	37%	**	**	**	**	39%	33%	47% b	34%
ALL 3 CHANGES	4	1	2	1	1	-	2	3	**	**	**	**	2	1	1	2
	1%	1%	1%	1%	1%	-%	2%	1%	**	**	**	**	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	21	10	11	5	6	5	4	19	**	**	**	**	9	6	7	14
	6%	6%	6%	5%	6%	6%	6%	6%	**	**	**	**	6%	5%	7%	6%
DISCOUNT AND REDUCED SERVICES	10	5	5	3	4	1	1	8	**	**	**	**	6	2	1	6
	3%	3%	3%	3%	4%	2%	2%	3%	**	**	**	**	4%	2%	2%	3%
EXTRA SERVICES AND REDUCED SERVICES	3	2	1	1	1	1	1	3	**	**	**	**	1	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	**	*%	2%	2%	*%
DISCOUNT ONLY	45	25	20	13	13	10	7	37	**	**	**	**	24	13	13	29
	13%	14%	11%	12%	13%	14%	11%	13%	**	**	**	**	16%	12%	14%	13%
EXTRA SERVICES ONLY	30	16	14	10	6	8	6	26	**	**	**	**	12	9	10	16
	8%	9%	8%	9%	6%	10%	9%	9%	**	**	**	**	8%	8%	11%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	563	276	287	161	152	122	121	457	55	34	17	78	248	173	155	342
Effective Weighted Sample	540	263	278	156	148	114	117	440	52	32	16	75	237	167	149	330
Total	353	176	177	106	101	74	69	286	36	21	11	49	152	113	93	219
REDUCED SERVICES ONLY	21	11	10	7	5	4	4	14	**	**	**	**	8	5	9	9
	6%	6%	6%	7%	5%	5%	6%	5%	**	**	**	**	5%	4%	10%	4%
															b	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	21	10	11	7	4	3	7	15	**	**	**	**	9	8	5	13
	6%	6%	6%	7%	4%	4%	10%	5%	**	**	**	**	6%	7%	6%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		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	563	-	563	51	512	352	211	52	39	535	-	535	-	298	237	56
Effective Weighted Sample	540	-	540	48	492	338	202	48	38	517	-	517	-	287	229	54
Total	353	-	353	32	321	220	133	30	24	333	-	333	-	187	146	35
Received a discount	13	**	13	**	9	9	4	**	**	13	**	13	**	9	4	**
	4%	**	4%	**	3%	4%	3%	**	**	4%	**	4%	**	5%	3%	**
Added extra or improved services	9	**	9	**	7	5	4	**	**	8	**	8	**	6	2	**
	3%	**	3%	**	2%	2%	3%	**	**	2%	**	2%	**	3%	1%	**
Reduced or downgraded services	2	**	2	**	1	1	1	**	**	2	**	2	**	1	1	**
	1%	**	1%	**	*%	1%	*%	**	**	1%	**	1%	**	1%	*%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	**	19	**	15	12	7	**	**	18	**	18	**	13	5	**
	5%	**	5%	**	5%	5%	6%	**	**	5%	**	5%	**	7%	4%	**
ALL 3 CHANGES	1	**	1	**	1	1	-	**	**	1	**	1	**	1	1	**
	*%	**	*%	**	*%	1%	-%	**	**	*%	**	*%	**	*%	*%	**
DISCOUNT AND EXTRA SERVICES	2	**	2	**	1	1	1	**	**	2	**	2	**	2	-	**
	*%	**	*%	**	*%	*%	1%	**	**	*%	**	*%	**	1%	-%	**
DISCOUNT AND REDUCED SERVICES	1	**	1	**	1	-	1	**	**	1	**	1	**	1	-	**
	*%	**	*%	**	*%	-%	*%	**	**	*%	**	*%	**	*%	-%	**
DISCOUNT ONLY	11	**	11	**	7	8	3	**	**	11	**	11	**	7	3	**
	3%	**	3%	**	2%	4%	2%	**	**	3%	**	3%	**	4%	2%	**
EXTRA SERVICES ONLY	7	**	7	**	6	3	3	**	**	5	**	5	**	4	1	**
	2%	**	2%	**	2%	1%	3%	**	**	2%	**	2%	**	2%	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	35	**	35	**	8	21	15	**	**	32	**	32	**	18	14	**
	10%	**	10%	**	2%	9%	11%	**	**	10%	**	10%	**	10%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	563	-	563	41	522	318	245	57	41	-	563	50	513
Effective Weighted Sample	540	-	540	39	502	306	235	52	39	-	540	47	494
Total	353	-	353	25	328	199	154	33	25	-	353	32	321
Received a discount	13	**	13	**	9	8	5	**	**	**	13	**	9
	4%	**	4%	**	3%	4%	3%	**	**	**	4%	**	3%
Added extra or improved services	9	**	9	**	7	5	5	**	**	**	9	**	7
	3%	**	3%	**	2%	2%	3%	**	**	**	3%	**	2%
Reduced or downgraded services	2	**	2	**	1	-	2	**	**	**	2	**	1
	1%	**	1%	**	*%	-%	1%	**	**	**	1%	**	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	**	19	**	15	11	8	**	**	**	19	**	14
	5%	**	5%	**	5%	6%	5%	**	**	**	5%	**	4%
ALL 3 CHANGES	1	**	1	**	1	-	1	**	**	**	1	**	1
	*%	**	*%	**	*%	-%	1%	**	**	**	*%	**	*%
DISCOUNT AND EXTRA SERVICES	2	**	2	**	1	1	1	**	**	**	2	**	1
	*%	**	*%	**	*%	*%	*%	**	**	**	*%	**	*%
DISCOUNT AND REDUCED SERVICES	1	**	1	**	1	-	1	**	**	**	1	**	1
	*%	**	*%	**	*%	-%	*%	**	**	**	*%	**	*%
DISCOUNT ONLY	11	**	11	**	7	8	3	**	**	**	11	**	6
	3%	**	3%	**	2%	4%	2%	**	**	**	3%	**	2%
EXTRA SERVICES ONLY	7	**	7	**	6	4	3	**	**	**	7	**	6
	2%	**	2%	**	2%	2%	2%	**	**	**	2%	**	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	35	**	35	**	14	16	20	**	**	**	35	**	8
	10%	**	10%	**	4%	8%	13%	**	**	**	10%	**	3%
							a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	563	273	290	40	27	-	-	-	-	563	-	434	129
Effective Weighted Sample	540	261	279	35	25	-	-	-	-	540	-	416	124
Total	353	169	185	22	16	-	-	-	-	353	-	274	80
Received a discount	13	6	7	**	**	**	**	**	**	13	**	10	3
	4%	4%	4%	**	**	**	**	**	**	4%	**	4%	4%
Added extra or improved services	9	5	5	**	**	**	**	**	**	9	**	9	1
	3%	3%	3%	**	**	**	**	**	**	3%	**	3%	1%
Reduced or downgraded services	2	-	2	**	**	**	**	**	**	2	**	1	1
	1%	-%	1%	**	**	**	**	**	**	1%	**	*%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	9	10	**	**	**	**	**	**	19	**	16	3
	5%	5%	5%	**	**	**	**	**	**	5%	**	6%	4%
ALL 3 CHANGES	1	-	1	**	**	**	**	**	**	1	**	1	-
	*%	-%	1%	**	**	**	**	**	**	*%	**	*%	-%
DISCOUNT AND EXTRA SERVICES	2	1	1	**	**	**	**	**	**	2	**	2	-
	*%	1%	*%	**	**	**	**	**	**	*%	**	1%	-%
DISCOUNT AND REDUCED SERVICES	1	-	1	**	**	**	**	**	**	1	**	-	1
	*%	-%	*%	**	**	**	**	**	**	*%	**	-%	1%
DISCOUNT ONLY	11	6	5	**	**	**	**	**	**	11	**	8	2
	3%	3%	3%	**	**	**	**	**	**	3%	**	3%	3%
EXTRA SERVICES ONLY	7	4	3	**	**	**	**	**	**	7	**	6	1
	2%	2%	2%	**	**	**	**	**	**	2%	**	2%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	35	13	23	**	**	**	**	**	**	35	**	29	6
	10%	8%	12%	**	**	**	**	**	**	10%	**	11%	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	563	-	563	-	-	-	18	207	234	459	103	19	101	246	215
Effective Weighted Sample	540	-	540	-	-	-	15	197	229	440	101	19	93	238	209
Total	353	-	353	-	-	-	9	132	154	295	58	11	60	160	133
Received a discount	13	**	13	**	**	**	**	7	5	12	2	**	4	5	5
	4%	**	4%	**	**	**	**	5%	3%	4%	3%	**	6%	3%	3%
Added extra or improved services	9	**	9	**	**	**	**	3	5	9	1	**	3	4	3
	3%	**	3%	**	**	**	**	2%	4%	3%	1%	**	5%	2%	2%
Reduced or downgraded services	2	**	2	**	**	**	**	1	1	1	1	**	-	1	1
	1%	**	1%	**	**	**	**	*%	*%	*%	1%	**	-%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	**	19	**	**	**	**	8	9	18	2	**	5	7	7
	5%	**	5%	**	**	**	**	6%	6%	6%	3%	**	9%	4%	5%
ALL 3 CHANGES	1	**	1	**	**	**	**	-	1	1	1	**	-	1	1
	*%	**	*%	**	**	**	**	-%	*%	*%	1%	**	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	2	**	2	**	**	**	**	1	1	2	-	**	1	1	-
	*%	**	*%	**	**	**	**	1%	*%	1%	-%	**	1%	*%	-%
DISCOUNT AND REDUCED SERVICES	1	**	1	**	**	**	**	1	-	1	-	**	-	1	-
	*%	**	*%	**	**	**	**	*%	-%	*%	-%	**	-%	*%	-%
DISCOUNT ONLY	11	**	11	**	**	**	**	6	4	9	1	**	4	3	4
	3%	**	3%	**	**	**	**	4%	2%	3%	2%	**	6%	2%	3%
													b		
EXTRA SERVICES ONLY	7	**	7	**	**	**	**	2	4	7	-	**	2	2	2
	2%	**	2%	**	**	**	**	2%	3%	2%	-%	**	4%	1%	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	35	**	35	**	**	**	**	13	16	32	4	**	7	15	13
	10%	**	10%	**	**	**	**	10%	11%	11%	6%	**	12%	10%	10%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	563	276	287	161	152	122	121	457	55	34	17	78	248	173	155	342
Effective Weighted Sample	540	263	278	156	148	114	117	440	52	32	16	75	237	167	149	330
Total	353	176	177	106	101	74	69	286	36	21	11	49	152	113	93	219
Received a discount	13	6	7	5	3	2	3	11	**	**	**	**	9	3	5	8
	4%	4%	4%	5%	3%	3%	5%	4%	**	**	**	**	6%	3%	5%	3%
Added extra or improved services	9	6	3	5	2	3	-	8	**	**	**	**	5	2	3	6
	3%	4%	2%	4%	2%	4%	-%	3%	**	**	**	**	3%	2%	3%	3%
				d		d										
Reduced or downgraded services	2	1	1	1	1	1	-	2	**	**	**	**	1	1	1	1
	1%	*%	1%	1%	1%	1%	-%	1%	**	**	**	**	1%	1%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	19	10	9	8	4	4	3	17	**	**	**	**	11	5	6	12
	5%	6%	5%	8%	4%	5%	5%	6%	**	**	**	**	7%	4%	7%	5%
ALL 3 CHANGES	1	1	1	-	1	1	-	1	**	**	**	**	1	-	1	1
	*%	*%	*%	-%	1%	1%	-%	*%	**	**	**	**	1%	-%	1%	*%
DISCOUNT AND EXTRA SERVICES	2	2	-	1	-	1	-	1	**	**	**	**	2	-	-	1
	*%	1%	-%	1%	-%	1%	-%	*%	**	**	**	**	1%	-%	-%	1%
DISCOUNT AND REDUCED SERVICES	1	-	1	1	-	-	-	1	**	**	**	**	-	1	1	-
	*%	-%	*%	1%	-%	-%	-%	*%	**	**	**	**	-%	1%	1%	-%
DISCOUNT ONLY	11	5	6	3	2	2	3	9	**	**	**	**	7	2	4	6
	3%	3%	3%	3%	2%	2%	5%	3%	**	**	**	**	5%	2%	4%	3%
EXTRA SERVICES ONLY	7	4	3	4	1	1	-	6	**	**	**	**	2	2	2	4
	2%	2%	1%	4%	1%	2%	-%	2%	**	**	**	**	1%	2%	2%	2%
				d												
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	35	21	15	13	9	6	8	26	**	**	**	**	15	13	9	23
	10%	12%	8%	12%	9%	8%	12%	9%	**	**	**	**	10%	11%	9%	11%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		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	523	-	523	-	523	325	198	43	34	476	22	498	-	277	221	50
Effective Weighted Sample	500	-	500	-	500	312	189	40	32	460	21	478	-	265	213	47
Total	322	-	322	-	322	199	122	25	21	296	9	305	-	171	134	30
SWITCHED ANY SERVICE IN LAST 12 MONTHS	30	**	30	**	30	30	1	**	**	28	**	29	**	15	14	**
	9%	**	9%	**	9%	15% b	1%	**	**	10%	**	10%	**	9%	10%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	25	**	25	**	25	24	1	**	**	23	**	23	**	11	13	**
	8%	**	8%	**	8%	12% b	1%	**	**	8%	**	8%	**	6%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	523	-	523	-	523	295	228	46	33	-	523	-	523
Effective Weighted Sample	500	-	500	-	500	282	218	42	31	-	500	-	500
Total	322	-	322	-	322	183	139	27	20	-	322	-	322
SWITCHED ANY SERVICE IN LAST 12 MONTHS	30	**	30	**	30	27	4	**	**	**	30	**	30
	9%	**	9%	**	9%	15%	3%	**	**	**	9%	**	9%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	25	**	25	**	25	21	4	**	**	**	25	**	25
	8%	**	8%	**	8%	12%	3%	**	**	**	8%	**	8%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	523	257	266	36	26	-	-	-	-	523	-	392	131
Effective Weighted Sample	500	245	255	31	24	-	-	-	-	500	-	376	125
Total	322	157	165	20	15	-	-	-	-	322	-	244	78
SWITCHED ANY SERVICE IN LAST 12 MONTHS	30	22	9	**	**	**	**	**	**	30	**	26	5
	9%	14%	5%	**	**	**	**	**	**	9%	**	11%	6%
		b											
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	25	17	7	**	**	**	**	**	**	25	**	20	5
	8%	11%	4%	**	**	**	**	**	**	8%	**	8%	6%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	523	-	501	22	-	-	15	187	215	417	105	21	88	225	209
Effective Weighted Sample	500	-	482	21	-	-	13	178	209	400	102	20	80	218	201
Total	322	-	313	9	-	-	7	117	140	264	57	12	52	144	125
SWITCHED ANY SERVICE IN LAST 12 MONTHS	30	**	30	**	**	**	**	11	14	26	5	**	**	13	11
	9%	**	10%	**	**	**	**	9%	10%	10%	8%	**	**	9%	9%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	25	**	24	**	**	**	**	7	13	20	5	**	**	10	11
	8%	**	8%	**	**	**	**	6%	9%	8%	8%	**	**	7%	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	523	252	271	144	146	114	112	423	53	32	15	75	227	161	149	312
Effective Weighted Sample	500	240	261	139	142	106	109	406	50	30	15	72	216	154	142	300
Total	322	158	164	93	95	67	62	261	32	19	9	46	137	103	87	196
SWITCHED ANY SERVICE IN LAST 12 MONTHS	30	14	16	11	9	5	6	23	**	**	**	**	15	8	12	16
	9%	9%	10%	11%	9%	7%	10%	9%	**	**	**	**	11%	8%	13%	8%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	25	12	13	7	8	4	6	19	**	**	**	**	12	6	11	12
	8%	7%	8%	8%	8%	6%	9%	7%	**	**	**	**	9%	6%	12%	6%
															b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	107	29	2	30	2	23	9	10	1	91	3	91	2	75	19	34
	7%	20%	*%	12%	*%	4%	2%	9%	2%	8%	1%	7%	2%	9%	4%	16%
		b		b		b		abd		b		b		b		ab
Landline phone (i.e. home phone) or line rental	77	-	-	-	-	-	-	-	-	55	8	58	5	50	13	24
	5%	-%	-%	-%	-%	-%	-%	-%	-%	5%	4%	5%	4%	6%	2%	11%
														b		ab
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	55	6	11	8	9	13	4	2	1	43	4	45	2	37	11	16
	4%	4%	1%	3%	1%	2%	1%	2%	1%	4%	2%	4%	2%	4%	2%	7%
		b		b		b								b		ab
Mobile phone	17	3	4	3	4	5	3	2	1	-	-	-	-	-	-	-
	1%	2%	1%	1%	1%	1%	1%	2%	1%	-%	-%	-%	-%	-%	-%	-%
		b														
None of these	1271	109	820	213	716	552	377	96	79	991	174	1066	99	685	480	152
	85%	74%	98%	84%	98%	93%	96%	87%	96%	85%	93%	86%	92%	82%	94%	69%
			a		a	c	ac		c		a		a	c	ac	
ANY SERVICES	229	39	17	41	15	41	15	14	3	168	14	173	9	149	33	67
	15%	26%	2%	16%	2%	7%	4%	13%	4%	15%	7%	14%	8%	18%	6%	31%
		b		b		b		abd		b		b		b		ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	107	-	-	-	-	-	-	-	-	17	1	17	1
	7%	-%	-%	-%	-%	-%	-%	-%	-%	8%	*%	6%	*%
										b		b	
Landline phone (i.e. home phone) or line rental	77	26	10	29	8	30	7	12	6	13	8	14	7
	5%	15%	1%	10%	1%	5%	2%	9%	6%	6%	2%	5%	2%
		b		b		b		ab	b	b		b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	55	12	13	15	10	17	8	5	3	-	-	-	-
	4%	7%	1%	5%	1%	3%	2%	4%	3%	-%	-%	-%	-%
		b		b				b					
Mobile phone	17	8	6	8	6	9	5	3	1	1	4	1	4
	1%	4%	1%	3%	1%	1%	1%	2%	1%	1%	1%	*%	1%
		b		b									
None of these	1271	138	869	246	761	592	415	120	93	193	467	251	408
	85%	78%	97%	85%	97%	92%	96%	86%	90%	86%	98%	89%	97%
			a		a	c	acd				a		a
ANY SERVICES	229	39	28	45	23	49	19	20	10	31	11	32	11
	15%	22%	3%	15%	3%	8%	4%	14%	10%	14%	2%	11%	3%
		b		b		b		ab	b	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	107	11	7	3	**	4	10	**	**	18	14	88	19
	7%	3%	2%	5%	**	4%	5%	**	**	3%	4%	8%	5%
				b							a	b	
Landline phone (i.e. home phone) or line rental	77	12	9	5	**	4	8	**	**	21	12	65	12
	5%	4%	2%	10%	**	4%	4%	**	**	3%	4%	6%	3%
				ab								b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	55	-	-	-	**	-	-	**	**	-	-	48	7
	4%	-%	-%	-%	**	-%	-%	**	**	-%	-%	4%	2%
												b	
Mobile phone	17	2	3	*	**	1	-	**	**	5	1	15	2
	1%	1%	1%	1%	**	1%	-%	**	**	1%	*%	1%	1%
						b							
None of these	1271	286	374	43	**	88	203	**	**	660	292	905	366
	85%	93%	95%	84%	**	93%	94%	**	**	94%	94%	82%	91%
		c	c										a
ANY SERVICES	229	23	20	8	**	7	13	**	**	43	20	194	35
	15%	7%	5%	16%	**	7%	6%	**	**	6%	6%	18%	9%
				ab								b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	107	-	-	-	3	104	33	53	10	96	11	8	64	30	13
	7%	-%	-%	-%	2%	18%	18%	9%	2%	8%	4%	10%	14%	6%	3%
					ab	abcd	bcdef	ce		ce	c	ce	bc	c	
Landline phone (i.e. home phone) or line rental	77	-	-	-	12	65	20	40	13	72	5	1	42	25	11
	5%	-%	-%	-%	7%	11%	11%	7%	3%	6%	2%	1%	9%	5%	2%
					abc	abcd	bcdef	cef		cef			bc	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	55	9	-	-	4	42	16	26	12	54	1	*	31	18	5
	4%	3%	-%	-%	2%	7%	9%	5%	2%	4%	1%	*%	7%	3%	1%
		bc			b	abcd	bcdef	cef	e	cef			bc	c	
Mobile phone	17	2	2	-	2	11	2	12	3	17	*	-	10	6	1
	1%	1%	*%	-%	1%	2%	1%	2%	1%	1%	*%	-%	2%	1%	*%
						ab	e	ce		ce			c	c	
None of these	1271	327	352	58	152	392	114	453	459	1026	239	74	322	472	471
	85%	97%	100%	100%	88%	67%	63%	79%	94%	83%	94%	89%	70%	88%	95%
		de	ade	ade	e			a	abdf	ab	abdf	ab		a	ab
ANY SERVICES	229	11	2	-	20	196	66	117	30	213	16	9	138	66	25
	15%	3%	*%	-%	12%	33%	37%	21%	6%	17%	6%	11%	30%	12%	5%
		bc			abc	abcd	bcdef	cdef		ce		ce	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	107	66	41	21	23	28	33	83	12	7	**	37	39	13	49	39
	7%	8%	6%	5%	6%	9%	10%	7%	9%	9%	**	14%	7%	4%	11%	5%
		b				ab	ab					bc	c		b	
Landline phone (i.e. home phone) or line rental	77	45	32	22	20	18	15	69	1	4	**	23	26	14	29	28
	5%	6%	5%	5%	5%	6%	4%	6%	1%	6%	**	8%	5%	4%	6%	4%
								b		b		bc			b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	55	27	28	9	14	16	15	50	4	*	**	21	20	4	24	18
	4%	3%	4%	2%	4%	5%	4%	4%	3%	1%	**	8%	3%	1%	5%	2%
						a	a	c				bc	c		b	
Mobile phone	17	8	10	1	4	6	6	16	2	-	**	5	9	1	8	8
	1%	1%	1%	*%	1%	2%	2%	1%	1%	-%	**	2%	2%	*%	2%	1%
						a	a					c	c			
None of these	1271	652	609	365	352	251	284	1057	113	66	**	196	490	353	358	720
	85%	84%	86%	89%	86%	81%	83%	85%	86%	85%	**	71%	85%	92%	78%	90%
				bcd	c								a	ab		a
ANY SERVICES	229	128	101	46	60	61	60	194	18	11	**	78	84	30	101	81
	15%	16%	14%	11%	14%	19%	17%	15%	14%	15%	**	29%	15%	8%	22%	10%
					a	ab	a					bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		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	36	6	9	7	8	10	5	3	1	-	-	-	-	-	-	-
Effective Weighted Sample	28	5	7	6	6	8	3	3	1	-	-	-	-	-	-	-
Total	17	3	4	3	4	5	3	2	1	-	-	-	-	-	-	-
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	36	19	11	20	10	20	10	6	2	3	7	3	7
Effective Weighted Sample	28	15	9	15	8	16	7	5	2	2	5	2	5
Total	17	8	6	8	6	9	5	3	1	1	4	1	4
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
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Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
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Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
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Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
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Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	36	4	6	1	-	2	-	-	-	10	2	32	4
Effective Weighted Sample	28	3	4	1	-	2	-	-	-	8	2	24	3
Total	17	2	3	*	-	1	-	-	-	5	1	15	2
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
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Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
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Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	36	5	3	-	4	24	5	25	5	35	1	-	20	13	3
Effective Weighted Sample	28	4	2	-	4	18	4	19	4	27	1	-	15	10	3
Total	17	2	2	-	2	11	2	12	3	17	*	-	10	6	1
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	36	17	19	3	8	13	12	33	3	-	-	8	18	4	19	13
Effective Weighted Sample	28	13	15	2	7	9	10	25	3	-	-	7	14	4	15	10
Total	17	8	10	1	4	6	6	16	2	-	-	5	9	1	8	8
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q34AC. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rentail service about 12 months ago but no longer have this 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	168	-	-	-	-	-	-	-	-	115	24	128	11	112	27	49
Effective Weighted Sample	118	-	-	-	-	-	-	-	-	83	18	90	9	79	20	35
Total	77	-	-	-	-	-	-	-	-	55	8	58	5	50	13	24
BT	22	**	**	**	**	**	**	**	**	15	**	15	**	13	**	**
	28%	**	**	**	**	**	**	**	**	27%	**	26%	**	26%	**	**
EE	14	**	**	**	**	**	**	**	**	10	**	11	**	9	**	**
	18%	**	**	**	**	**	**	**	**	19%	**	19%	**	18%	**	**
Sky	12	**	**	**	**	**	**	**	**	8	**	9	**	7	**	**
	15%	**	**	**	**	**	**	**	**	15%	**	15%	**	14%	**	**
Virgin Media	9	**	**	**	**	**	**	**	**	5	**	6	**	7	**	**
	11%	**	**	**	**	**	**	**	**	10%	**	11%	**	13%	**	**
TalkTalk	6	**	**	**	**	**	**	**	**	4	**	4	**	2	**	**
	7%	**	**	**	**	**	**	**	**	7%	**	7%	**	3%	**	**
Plusnet	4	**	**	**	**	**	**	**	**	2	**	3	**	3	**	**
	5%	**	**	**	**	**	**	**	**	4%	**	5%	**	6%	**	**
GiffGaff	4	**	**	**	**	**	**	**	**	3	**	3	**	3	**	**
	5%	**	**	**	**	**	**	**	**	5%	**	4%	**	5%	**	**
Vodafone	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	3%	**	3%	**	**
Post Office	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	3%	**	2%	**	**
First Utility	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	1%	**	3%	**	**
NOW TV/ NOW Broadband	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	1%	**	2%	**	**
SSE	*	**	**	**	**	**	**	**	**	*	**	*	**	*	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	*%	**	**
John Lewis	*	**	**	**	**	**	**	**	**	*	**	*	**	*	**	**
	*%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Other supplier	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	3%	**	3%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q34AC. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rentail service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	168	74	34	84	24	87	21	37	21	27	23	30	20
Effective Weighted Sample	118	58	28	66	20	68	18	29	17	18	17	19	15
Total	77	26	10	29	8	30	7	12	6	13	8	14	7
BT	22	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**
EE	14	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**
Sky	12	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	9	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	6	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	4	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	4	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Post Office	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
First Utility	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
SSE	*	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
John Lewis	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q34AC. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rentail service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	168	32	18	14	7	12	16	2	2	50	28	142	26
Effective Weighted Sample	118	26	11	12	6	7	11	1	1	33	18	101	18
Total	77	12	9	5	2	4	8	1	1	21	12	65	12
BT	22	**	**	**	**	**	**	**	**	**	**	20	**
	28%	**	**	**	**	**	**	**	**	**	**	30%	**
EE	14	**	**	**	**	**	**	**	**	**	**	13	**
	18%	**	**	**	**	**	**	**	**	**	**	20%	**
Sky	12	**	**	**	**	**	**	**	**	**	**	11	**
	15%	**	**	**	**	**	**	**	**	**	**	16%	**
Virgin Media	9	**	**	**	**	**	**	**	**	**	**	7	**
	11%	**	**	**	**	**	**	**	**	**	**	12%	**
TalkTalk	6	**	**	**	**	**	**	**	**	**	**	4	**
	7%	**	**	**	**	**	**	**	**	**	**	6%	**
Plusnet	4	**	**	**	**	**	**	**	**	**	**	2	**
	5%	**	**	**	**	**	**	**	**	**	**	3%	**
GiffGaff	4	**	**	**	**	**	**	**	**	**	**	3	**
	5%	**	**	**	**	**	**	**	**	**	**	4%	**
Vodafone	2	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Post Office	1	**	**	**	**	**	**	**	**	**	**	-	**
	2%	**	**	**	**	**	**	**	**	**	**	-%	**
First Utility	1	**	**	**	**	**	**	**	**	**	**	*	**
	2%	**	**	**	**	**	**	**	**	**	**	1%	**
NOW TV/ NOW Broadband	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**
SSE	*	**	**	**	**	**	**	**	**	**	**	*	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
John Lewis	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	1%	**
Other supplier	2	**	**	**	**	**	**	**	**	**	**	1	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q34AC. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rentail service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	168	-	-	-	38	130	40	85	33	158	10	2	89	54	25
Effective Weighted Sample	118	-	-	-	29	93	30	59	22	111	8	2	63	39	17
Total	77	-	-	-	12	65	20	40	13	72	5	1	42	25	11
BT	22	**	**	**	**	19	**	**	**	20	**	**	**	**	**
	28%	**	**	**	**	29%	**	**	**	27%	**	**	**	**	**
EE	14	**	**	**	**	11	**	**	**	14	**	**	**	**	**
	18%	**	**	**	**	17%	**	**	**	19%	**	**	**	**	**
Sky	12	**	**	**	**	9	**	**	**	11	**	**	**	**	**
	15%	**	**	**	**	15%	**	**	**	16%	**	**	**	**	**
Virgin Media	9	**	**	**	**	6	**	**	**	8	**	**	**	**	**
	11%	**	**	**	**	10%	**	**	**	12%	**	**	**	**	**
TalkTalk	6	**	**	**	**	5	**	**	**	5	**	**	**	**	**
	7%	**	**	**	**	7%	**	**	**	7%	**	**	**	**	**
Plusnet	4	**	**	**	**	3	**	**	**	2	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	3%	**	**	**	**	**
GiffGaff	4	**	**	**	**	3	**	**	**	4	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	5%	**	**	**	**	**
Vodafone	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
Post Office	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
First Utility	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	2%	**	**	**	**	1%	**	**	**	2%	**	**	**	**	**
NOW TV/ NOW Broadband	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
SSE	*	**	**	**	**	*	**	**	**	*	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
John Lewis	*	**	**	**	**	*	**	**	**	*	**	**	**	**	**
	*%	**	**	**	**	1%	**	**	**	*%	**	**	**	**	**
Other supplier	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	3%	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q34AC. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rentail service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	168	97	71	43	51	35	37	148	6	10	4	47	58	37	66	63
Effective Weighted Sample	118	65	54	31	33	26	28	103	4	8	4	35	39	25	47	43
Total	77	45	32	22	20	18	15	69	1	4	2	23	26	14	29	28
BT	22	**	**	**	**	**	**	20	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	28%	**	**	**	**	**	**	**	**
EE	14	**	**	**	**	**	**	12	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
Sky	12	**	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
Virgin Media	9	**	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	**
TalkTalk	6	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
Plusnet	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
GiffGaff	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
Vodafone	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
Post Office	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
First Utility	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
SSE	*	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**
John Lewis	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Other supplier	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		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	138	26	4	27	3	25	5	16	3	119	6	122	3	100	25	49
Effective Weighted Sample	92	16	1	17	1	13	4	7	2	82	3	83	2	70	15	35
Total	107	29	2	30	2	23	9	10	1	91	3	91	2	75	19	34
BT	21	**	**	**	**	**	**	**	**	17	**	17	**	16	**	**
	20%	**	**	**	**	**	**	**	**	19%	**	19%	**	21%	**	**
EE	20	**	**	**	**	**	**	**	**	15	**	15	**	14	**	**
	19%	**	**	**	**	**	**	**	**	17%	**	17%	**	19%	**	**
Virgin Media	16	**	**	**	**	**	**	**	**	15	**	15	**	12	**	**
	15%	**	**	**	**	**	**	**	**	17%	**	16%	**	16%	**	**
Sky	14	**	**	**	**	**	**	**	**	12	**	12	**	5	**	**
	13%	**	**	**	**	**	**	**	**	13%	**	13%	**	7%	**	**
TalkTalk	7	**	**	**	**	**	**	**	**	6	**	7	**	5	**	**
	7%	**	**	**	**	**	**	**	**	7%	**	7%	**	7%	**	**
GiffGaff	6	**	**	**	**	**	**	**	**	4	**	4	**	4	**	**
	6%	**	**	**	**	**	**	**	**	5%	**	5%	**	6%	**	**
Plusnet	5	**	**	**	**	**	**	**	**	5	**	5	**	5	**	**
	5%	**	**	**	**	**	**	**	**	6%	**	6%	**	6%	**	**
Post Office	3	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	3%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
First Utility	3	**	**	**	**	**	**	**	**	3	**	3	**	3	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	3%	**	4%	**	**
John Lewis	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	3%	**	**
Vodafone	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**
Utility Warehouse	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**
KCOM	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	2%	**	**
SSE	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		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	138	26	4	27	3	25	5	16	3	119	6	122	3	100	25	49
Effective Weighted Sample	92	16	1	17	1	13	4	7	2	82	3	83	2	70	15	35
Total	107	29	2	30	2	23	9	10	1	91	3	91	2	75	19	34
The Phone Co-op	*	**	**	**	**	**	**	**	**	*	**	*	**	*	**	**
	*%	**	**	**	**	**	**	**	**	*%	**	*%	**	*%	**	**
Other supplier	4	**	**	**	**	**	**	**	**	4	**	4	**	2	**	**
	4%	**	**	**	**	**	**	**	**	5%	**	5%	**	3%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	138	-	-	-	-	-	-	-	-	18	4	20	2
Effective Weighted Sample	92	-	-	-	-	-	-	-	-	11	2	11	1
Total	107	-	-	-	-	-	-	-	-	17	1	17	1
BT	21	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**
EE	20	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	16	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
Sky	14	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	7	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	6	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Post Office	3	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
First Utility	3	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
John Lewis	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Utility Warehouse	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
SSE	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	138	-	-	-	-	-	-	-	-	18	4	20	2
Effective Weighted Sample	92	-	-	-	-	-	-	-	-	11	2	11	1
Total	107	-	-	-	-	-	-	-	-	17	1	17	1
The Phone Co-op	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	4	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	138	16	6	9	2	5	9	1	1	22	14	118	20
Effective Weighted Sample	92	8	4	6	2	4	8	1	1	12	11	79	14
Total	107	11	7	3	1	4	10	1	1	18	14	88	19
BT	21	**	**	**	**	**	**	**	**	**	**	17	**
	20%	**	**	**	**	**	**	**	**	**	**	19%	**
EE	20	**	**	**	**	**	**	**	**	**	**	19	**
	19%	**	**	**	**	**	**	**	**	**	**	22%	**
Virgin Media	16	**	**	**	**	**	**	**	**	**	**	13	**
	15%	**	**	**	**	**	**	**	**	**	**	14%	**
Sky	14	**	**	**	**	**	**	**	**	**	**	13	**
	13%	**	**	**	**	**	**	**	**	**	**	14%	**
TalkTalk	7	**	**	**	**	**	**	**	**	**	**	5	**
	7%	**	**	**	**	**	**	**	**	**	**	6%	**
GiffGaff	6	**	**	**	**	**	**	**	**	**	**	6	**
	6%	**	**	**	**	**	**	**	**	**	**	7%	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	4	**
	5%	**	**	**	**	**	**	**	**	**	**	4%	**
Post Office	3	**	**	**	**	**	**	**	**	**	**	*	**
	3%	**	**	**	**	**	**	**	**	**	**	*%	**
First Utility	3	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
John Lewis	2	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Vodafone	2	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Utility Warehouse	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**
KCOM	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
SSE	1	**	**	**	**	**	**	**	**	**	**	-	**
	1%	**	**	**	**	**	**	**	**	**	**	-%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	138	16	6	9	2	5	9	1	1	22	14	118	20
Effective Weighted Sample	92	8	4	6	2	4	8	1	1	12	11	79	14
Total	107	11	7	3	1	4	10	1	1	18	14	88	19
The Phone Co-op	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
Other supplier	4	**	**	**	**	**	**	**	**	**	**	2	**
	4%	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	138	-	-	-	7	131	49	70	12	131	7	4	89	39	10
Effective Weighted Sample	92	-	-	-	3	89	37	43	10	88	6	4	56	30	8
Total	107	-	-	-	3	104	33	53	10	96	11	8	64	30	13
BT	21	**	**	**	**	19	**	**	**	17	**	**	**	**	**
	20%	**	**	**	**	18%	**	**	**	18%	**	**	**	**	**
EE	20	**	**	**	**	20	**	**	**	20	**	**	**	**	**
	19%	**	**	**	**	19%	**	**	**	21%	**	**	**	**	**
Virgin Media	16	**	**	**	**	16	**	**	**	15	**	**	**	**	**
	15%	**	**	**	**	15%	**	**	**	15%	**	**	**	**	**
Sky	14	**	**	**	**	14	**	**	**	13	**	**	**	**	**
	13%	**	**	**	**	13%	**	**	**	13%	**	**	**	**	**
TalkTalk	7	**	**	**	**	7	**	**	**	7	**	**	**	**	**
	7%	**	**	**	**	7%	**	**	**	7%	**	**	**	**	**
GiffGaff	6	**	**	**	**	6	**	**	**	6	**	**	**	**	**
	6%	**	**	**	**	6%	**	**	**	6%	**	**	**	**	**
Plusnet	5	**	**	**	**	5	**	**	**	4	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	4%	**	**	**	**	**
Post Office	3	**	**	**	**	3	**	**	**	1	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	1%	**	**	**	**	**
First Utility	3	**	**	**	**	3	**	**	**	3	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	3%	**	**	**	**	**
John Lewis	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
Vodafone	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
Utility Warehouse	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
KCOM	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
SSE	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
The Phone Co-op	*	**	**	**	**	*	**	**	**	*	**	**	**	**	**
	*%	**	**	**	**	*%	**	**	**	*%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	138	-	-	-	7	131	49	70	12	131	7	4	89	39	10
Effective Weighted Sample	92	-	-	-	3	89	37	43	10	88	6	4	56	30	8
Total	107	-	-	-	3	104	33	53	10	96	11	8	64	30	13
Other supplier	4	**	**	**	**	4	**	**	**	2	**	**	**	**	**
	4%	**	**	**	**	4%	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	138	75	62	32	28	34	42	111	11	10	6	46	51	16	75	36
Effective Weighted Sample	92	53	39	21	16	25	30	76	7	5	6	36	31	9	51	25
Total	107	66	41	21	23	28	33	83	12	7	5	37	39	13	49	39
BT	21	**	**	**	**	**	**	15	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
EE	20	**	**	**	**	**	**	15	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
Virgin Media	16	**	**	**	**	**	**	13	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	16%	**	**	**	**	**	**	**	**
Sky	14	**	**	**	**	**	**	12	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
TalkTalk	7	**	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	7%	**	**	**	**	**	**	**	**
GiffGaff	6	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
Plusnet	5	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
Post Office	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
First Utility	3	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
John Lewis	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Vodafone	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
Utility Warehouse	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
KCOM	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
SSE	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	138	75	62	32	28	34	42	111	11	10	6	46	51	16	75	36
Effective Weighted Sample	92	53	39	21	16	25	30	76	7	5	6	36	31	9	51	25
Total	107	66	41	21	23	28	33	83	12	7	5	37	39	13	49	39
The Phone Co-op	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
Other supplier	4	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		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	132	12	40	19	33	40	12	12	4	98	14	104	8	81	31	37
Effective Weighted Sample	86	5	37	8	30	18	12	9	4	62	12	65	7	51	22	26
Total	55	6	11	8	9	13	4	2	1	43	4	45	2	37	11	16
Sky	14	**	**	**	**	**	**	**	**	**	**	12	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	**
Virgin Media	11	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**	**
Freeview	8	**	**	**	**	**	**	**	**	**	**	6	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**	**
EE	6	**	**	**	**	**	**	**	**	**	**	6	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**	**
NOW TV/ NOW Broadband	5	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**
BT	4	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	**
TalkTalk	4	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**
Plusnet	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**
Freesat	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**	**	**	**
Other supplier	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	132	36	45	47	34	56	25	21	11	-	-	-	-
Effective Weighted Sample	86	27	41	37	30	46	20	16	10	-	-	-	-
Total	55	12	13	15	10	17	8	5	3	-	-	-	-
Sky	14	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	11	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	8	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**
EE	6	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	5	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
BT	4	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	4	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	2	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	132	-	-	-	-	-	-	-	-	-	-	111	21
Effective Weighted Sample	86	-	-	-	-	-	-	-	-	-	-	73	14
Total	55	-	-	-	-	-	-	-	-	-	-	48	7
Sky	14	**	**	**	**	**	**	**	**	**	**	12	**
	25%	**	**	**	**	**	**	**	**	**	**	25%	**
Virgin Media	11	**	**	**	**	**	**	**	**	**	**	9	**
	20%	**	**	**	**	**	**	**	**	**	**	18%	**
Freeview	8	**	**	**	**	**	**	**	**	**	**	7	**
	14%	**	**	**	**	**	**	**	**	**	**	14%	**
EE	6	**	**	**	**	**	**	**	**	**	**	6	**
	12%	**	**	**	**	**	**	**	**	**	**	13%	**
NOW TV/ NOW Broadband	5	**	**	**	**	**	**	**	**	**	**	5	**
	8%	**	**	**	**	**	**	**	**	**	**	10%	**
BT	4	**	**	**	**	**	**	**	**	**	**	4	**
	8%	**	**	**	**	**	**	**	**	**	**	8%	**
TalkTalk	4	**	**	**	**	**	**	**	**	**	**	4	**
	7%	**	**	**	**	**	**	**	**	**	**	7%	**
Plusnet	2	**	**	**	**	**	**	**	**	**	**	2	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**
Freesat	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
Other supplier	1	**	**	**	**	**	**	**	**	**	**	-	**
	2%	**	**	**	**	**	**	**	**	**	**	-%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	132	32	-	-	14	86	41	58	28	127	4	1	75	40	16
Effective Weighted Sample	86	29	-	-	12	57	30	37	17	82	4	1	51	24	14
Total	55	9	-	-	4	42	16	26	12	54	1	*	31	18	5
Sky	14	**	**	**	**	**	**	**	**	13	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	24%	**	**	**	**	**
Virgin Media	11	**	**	**	**	**	**	**	**	11	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	20%	**	**	**	**	**
Freeview	8	**	**	**	**	**	**	**	**	8	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	14%	**	**	**	**	**
EE	6	**	**	**	**	**	**	**	**	6	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	12%	**	**	**	**	**
NOW TV/ NOW Broadband	5	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	8%	**	**	**	**	**
BT	4	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	8%	**	**	**	**	**
TalkTalk	4	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	7%	**	**	**	**	**
Plusnet	2	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	5%	**	**	**	**	**
Freesat	*	**	**	**	**	**	**	**	**	*	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	*%	**	**	**	**	**
Other supplier	1	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	132	63	68	22	34	41	34	116	10	2	4	42	53	14	53	46
Effective Weighted Sample	86	40	45	12	20	31	24	74	9	1	3	28	33	9	31	35
Total	55	27	28	9	14	16	15	50	4	*	2	21	20	4	24	18
Sky	14	**	**	**	**	**	**	11	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	22%	**	**	**	**	**	**	**	**
Virgin Media	11	**	**	**	**	**	**	10	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	21%	**	**	**	**	**	**	**	**
Freeview	8	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	15%	**	**	**	**	**	**	**	**
EE	6	**	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
NOW TV/ NOW Broadband	5	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
BT	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
TalkTalk	4	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
Plusnet	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
Freesat	*	**	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
Other supplier	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		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	562	49	381	99	331	275	155	56	43	437	94	486	45	352	179	74
Effective Weighted Sample	387	31	371	57	323	221	94	52	42	322	89	361	44	270	132	55
Total	250	45	146	64	127	113	78	21	17	192	34	209	17	148	79	32
NOW TV	10	**	6	**	5	7	2	**	**	9	**	10	**	9	1	**
	4%	**	4%	**	4%	6%	2%	**	**	5%	**	5%	**	6%	2%	**
						b								b		
Sky TV (satellite TV, monthly subscription)	7	**	4	**	4	3	1	**	**	6	**	6	**	4	3	**
	3%	**	3%	**	3%	3%	2%	**	**	3%	**	3%	**	3%	3%	**
BT TV	4	**	4	**	4	3	1	**	**	4	**	4	**	3	1	**
	2%	**	3%	**	3%	3%	2%	**	**	2%	**	2%	**	2%	1%	**
Virgin TV (cable TV)	4	**	3	**	3	2	1	**	**	3	**	4	**	3	1	**
	1%	**	2%	**	2%	1%	2%	**	**	2%	**	2%	**	2%	1%	**
EE TV	1	**	*	**	-	*	-	**	**	1	**	1	**	1	-	**
	*%	**	*%	**	-%	*%	-%	**	**	1%	**	*%	**	1%	-%	**
TalkTalk TV	1	**	*	**	-	*	-	**	**	*	**	1	**	1	-	**
	*%	**	*%	**	-%	*%	-%	**	**	*%	**	*%	**	*%	-%	**
Other satellite TV	2	**	-	**	-	-	*	**	**	1	**	1	**	1	*	**
	1%	**	-%	**	-%	-%	1%	**	**	1%	**	1%	**	1%	1%	**
Any other paid-for TV service	1	**	1	**	1	*	*	**	**	1	**	1	**	1	-	**
	1%	**	1%	**	1%	*%	*%	**	**	1%	**	1%	**	1%	-%	**
No, I have not	222	**	128	**	111	98	72	**	**	169	**	184	**	126	73	**
	89%	**	88%	**	87%	87%	92%	**	**	88%	**	88%	**	85%	92%	**
															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.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		~a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	562	95	407	163	339	337	165	81	63	-	-	-	-
Effective Weighted Sample	387	80	393	143	330	316	157	73	59	-	-	-	-
Total	250	34	154	59	130	126	62	29	24	-	-	-	-
NOW TV	10	**	6	4	5	7	3	**	**	**	**	**	**
	4%	**	4%	7%	4%	5%	4%	**	**	**	**	**	**
Sky TV (satellite TV, monthly subscription)	7	**	5	2	5	6	*	**	**	**	**	**	**
	3%	**	3%	3%	4%	5%	1%	**	**	**	**	**	**
						b							
BT TV	4	**	4	1	4	4	1	**	**	**	**	**	**
	2%	**	3%	2%	3%	3%	1%	**	**	**	**	**	**
Virgin TV (cable TV)	4	**	3	1	3	1	3	**	**	**	**	**	**
	1%	**	2%	1%	2%	1%	4%	**	**	**	**	**	**
							a						
EE TV	1	**	*	1	-	1	-	**	**	**	**	**	**
	*%	**	*%	2%	-%	1%	-%	**	**	**	**	**	**
				b									
TalkTalk TV	1	**	*	*	-	*	-	**	**	**	**	**	**
	*%	**	*%	1%	-%	*%	-%	**	**	**	**	**	**
Other satellite TV	2	**	*	*	*	1	-	**	**	**	**	**	**
	1%	**	*%	*%	*%	1%	-%	**	**	**	**	**	**
Any other paid-for TV service	1	**	1	1	1	1	*	**	**	**	**	**	**
	1%	**	*%	1%	1%	1%	1%	**	**	**	**	**	**
No, I have not	222	**	135	50	113	107	56	**	**	**	**	**	**
	89%	**	87%	85%	87%	84%	90%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	562	-	-	-	-	172	390	27	24	-	562	349	213
Effective Weighted Sample	387	-	-	-	-	141	256	21	19	-	387	305	128
Total	250	-	-	-	-	70	181	10	10	-	250	137	114
NOW TV	10	**	**	**	**	5	5	**	**	**	10	9	1
	4%	**	**	**	**	7%	3%	**	**	**	4%	6%	1%
						b						b	
Sky TV (satellite TV, monthly subscription)	7	**	**	**	**	6	1	**	**	**	7	7	*
	3%	**	**	**	**	8%	1%	**	**	**	3%	5%	*%
						b						b	
BT TV	4	**	**	**	**	3	1	**	**	**	4	3	2
	2%	**	**	**	**	5%	1%	**	**	**	2%	2%	1%
						b							
Virgin TV (cable TV)	4	**	**	**	**	2	1	**	**	**	4	3	*
	1%	**	**	**	**	3%	1%	**	**	**	1%	2%	*%
						b							
EE TV	1	**	**	**	**	1	*	**	**	**	1	1	-
	*%	**	**	**	**	1%	*%	**	**	**	*%	1%	-%
TalkTalk TV	1	**	**	**	**	1	-	**	**	**	1	1	-
	*%	**	**	**	**	1%	-%	**	**	**	*%	*%	-%
Other satellite TV	2	**	**	**	**	1	1	**	**	**	2	2	-
	1%	**	**	**	**	1%	1%	**	**	**	1%	1%	-%
Any other paid-for TV service	1	**	**	**	**	1	1	**	**	**	1	1	1
	1%	**	**	**	**	1%	*%	**	**	**	1%	1%	1%
No, I have not	222	**	**	**	**	52	170	**	**	**	222	112	110
	89%	**	**	**	**	75%	94%	**	**	**	89%	82%	97%
							a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	562	314	-	-	94	154	29	176	198	403	158	55	112	180	269
Effective Weighted Sample	387	305	-	-	89	90	22	142	163	325	87	29	91	146	168
Total	250	121	-	-	34	96	11	70	90	170	80	34	42	78	130
NOW TV	10	5	**	**	**	4	**	3	6	9	1	**	1	4	5
	4%	4%	**	**	**	4%	**	5%	6%	5%	1%	**	3%	5%	4%
								e	e	e					
Sky TV (satellite TV, monthly subscription)	7	4	**	**	**	2	**	3	3	6	1	**	1	4	1
	3%	3%	**	**	**	2%	**	5%	3%	4%	1%	**	3%	5%	1%
								e						c	
BT TV	4	4	**	**	**	1	**	2	2	4	-	**	1	2	2
	2%	3%	**	**	**	1%	**	3%	3%	3%	-%	**	2%	3%	1%
								e	e	e					
Virgin TV (cable TV)	4	3	**	**	**	1	**	1	1	3	1	**	2	1	1
	1%	2%	**	**	**	1%	**	2%	2%	2%	1%	**	4%	1%	1%
EE TV	1	*	**	**	**	1	**	1	-	1	-	**	1	-	-
	*%	*%	**	**	**	1%	**	1%	-%	1%	-%	**	2%	-%	-%
													bc		
TalkTalk TV	1	-	**	**	**	*	**	*	*	1	-	**	*	*	-
	*%	-%	**	**	**	*%	**	*%	1%	*%	-%	**	*%	1%	-%
Other satellite TV	2	-	**	**	**	1	**	1	-	2	-	**	1	*	-
	1%	-%	**	**	**	1%	**	1%	-%	1%	-%	**	4%	*%	-%
						a							bc		
Any other paid-for TV service	1	1	**	**	**	1	**	1	1	1	*	**	1	*	1
	1%	1%	**	**	**	1%	**	1%	1%	1%	*%	**	1%	*%	1%
No, I have not	222	105	**	**	**	87	**	59	77	144	78	**	34	67	121
	89%	87%	**	**	**	91%	**	84%	86%	85%	97%	**	81%	86%	93%
											bcd				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	562	293	265	162	181	89	126	474	49	26	13	77	233	165	161	328
Effective Weighted Sample	387	214	171	141	149	64	69	317	46	24	13	46	175	150	100	258
Total	250	132	117	69	72	39	66	217	18	10	5	44	98	66	76	137
NOW TV	10	6	3	5	3	**	*	9	**	**	**	**	4	5	3	6
	4%	5%	3%	7%	5%	**	*%	4%	**	**	**	**	4%	7%	4%	5%
				d	d											
Sky TV (satellite TV, monthly subscription)	7	4	3	2	2	**	2	6	**	**	**	**	3	2	2	3
	3%	3%	3%	3%	3%	**	2%	3%	**	**	**	**	3%	3%	3%	2%
BT TV	4	2	2	1	2	**	1	4	**	**	**	**	2	2	1	3
	2%	2%	2%	2%	3%	**	2%	2%	**	**	**	**	2%	3%	1%	3%
Virgin TV (cable TV)	4	3	1	2	1	**	1	3	**	**	**	**	1	1	1	3
	1%	2%	1%	2%	1%	**	1%	2%	**	**	**	**	1%	2%	1%	2%
EE TV	1	-	1	1	*	**	-	1	**	**	**	**	-	*	-	*
	*%	-%	1%	1%	1%	**	-%	*%	**	**	**	**	-%	1%	-%	*%
TalkTalk TV	1	*	*	-	*	**	-	*	**	**	**	**	1	-	1	-
	*%	*%	*%	-%	1%	**	-%	*%	**	**	**	**	1%	-%	1%	-%
Other satellite TV	2	*	1	-	*	**	1	2	**	**	**	**	*	-	*	1
	1%	*%	1%	-%	1%	**	2%	1%	**	**	**	**	1%	-%	*%	1%
Any other paid-for TV service	1	*	1	1	1	**	-	1	**	**	**	**	-	1	*	1
	1%	*%	1%	1%	1%	**	-%	1%	**	**	**	**	-%	1%	1%	1%
No, I have not	222	116	105	58	62	**	62	194	**	**	**	**	87	55	69	119
	89%	88%	90%	85%	86%	**	94%	89%	**	**	**	**	89%	84%	91%	87%
							ab									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. 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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
I regularly keep an eye on deals in the market	193	12	97	29	80	73	36	15	12	150	24	159	15	126	48	50
	13%	8%	12%	11%	11%	12%	9%	14%	14%	13%	13%	13%	14%	15%	9%	23%
						b		b	b					b		ab
I occasionally look at deals in the market	488	52	273	89	237	210	115	41	29	381	61	406	36	292	150	75
	33%	35%	33%	35%	32%	36%	29%	37%	35%	33%	32%	33%	33%	35%	29%	34%
						b		b						b		
I only look at deals when my contract is ending	471	31	295	59	267	205	121	38	28	358	67	387	38	274	151	62
	31%	21%	35%	23%	37%	35%	31%	34%	33%	31%	36%	31%	35%	33%	29%	28%
			a		a						a			b		
TOTAL EVER LOOK AT DEALS	1152	96	666	177	584	489	272	95	69	889	152	952	89	693	348	187
	77%	65%	79%	70%	80%	83%	69%	85%	83%	77%	81%	77%	82%	83%	68%	85%
			a		a	b		b	b		a		a	b		b
I don't ever look at deals in the market	278	45	147	62	130	89	103	12	10	216	30	229	16	111	134	22
	19%	31%	18%	24%	18%	15%	26%	11%	12%	19%	16%	19%	15%	13%	26%	10%
		b		b			acd								ac	
Don't know	70	6	25	15	16	14	17	4	4	54	6	58	3	29	31	10
	5%	4%	3%	6%	2%	2%	4%	4%	5%	5%	3%	5%	3%	4%	6%	5%
				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.

Q34. 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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
I regularly keep an eye on deals in the market	193	24	108	43	90	89	44	23	19	26	63	36	53
	13%	14%	12%	15%	11%	14%	10%	16%	18%	12%	13%	13%	13%
				b		b		b	b				
I occasionally look at deals in the market	488	61	286	96	251	221	126	51	33	80	164	103	141
	33%	35%	32%	33%	32%	35%	29%	36%	32%	36%	34%	36%	34%
						b		b					
I only look at deals when my contract is ending	471	57	318	91	284	223	151	51	39	72	160	90	142
	31%	32%	35%	31%	36%	35%	35%	36%	38%	32%	33%	32%	34%
					a								
TOTAL EVER LOOK AT DEALS	1152	142	712	230	624	533	321	124	91	178	387	229	336
	77%	80%	79%	79%	80%	83%	74%	89%	88%	80%	81%	81%	80%
						b		ab	b				
I don’t ever look at deals in the market	278	28	158	45	140	90	96	13	11	35	80	40	74
	19%	16%	18%	16%	18%	14%	22%	9%	10%	16%	17%	14%	18%
						c	acd						
Don’t know	70	7	27	16	19	17	17	3	2	11	12	14	9
	5%	4%	3%	5%	2%	3%	4%	2%	2%	5%	3%	5%	2%
				b						b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
I regularly keep an eye on deals in the market	193	42	46	10	**	13	17	**	**	89	30	164	29
	13%	14%	12%	19%	**	13%	8%	**	**	13%	10%	15%	7%
				b		b				b		b	
I occasionally look at deals in the market	488	114	130	20	**	33	56	**	**	244	88	375	113
	33%	37%	33%	38%	**	34%	26%	**	**	35%	28%	34%	28%
						b				b		b	
I only look at deals when my contract is ending	471	104	128	17	**	31	69	**	**	232	100	350	121
	31%	34%	32%	32%	**	33%	32%	**	**	33%	32%	32%	30%
TOTAL EVER LOOK AT DEALS	1152	261	304	46	**	76	142	**	**	565	218	889	263
	77%	84%	77%	90%	**	80%	65%	**	**	80%	70%	81%	66%
		b		b		b				b		b	
I don't ever look at deals in the market	278	40	75	5	**	17	65	**	**	114	82	155	123
	19%	13%	19%	9%	**	18%	30%	**	**	16%	26%	14%	31%
			ac				a				a		a
Don't know	70	8	15	*	**	2	10	**	**	23	12	55	15
	5%	3%	4%	1%	**	2%	5%	**	**	3%	4%	5%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
I regularly keep an eye on deals in the market	193	39	44	7	23	83	37	88	55	180	14	4	81	75	38
	13%	11%	12%	13%	13%	14%	21%	15%	11%	14%	5%	5%	18%	14%	8%
							bcdef	cef	ef	cef			bc	c	
I occasionally look at deals in the market	488	100	123	20	54	195	54	195	173	423	64	16	151	190	146
	33%	30%	35%	34%	31%	33%	30%	34%	35%	34%	25%	20%	33%	35%	29%
			a				f	ef	aef	ef				c	
I only look at deals when my contract is ending	471	126	116	20	62	149	50	184	160	394	75	18	139	177	153
	31%	37%	33%	35%	36%	25%	28%	32%	33%	32%	29%	22%	30%	33%	31%
		e	e	e	e			f	f	f					
TOTAL EVER LOOK AT DEALS	1152	265	283	47	139	427	141	467	388	996	153	39	371	442	337
	77%	78%	80%	81%	81%	73%	78%	82%	79%	80%	60%	46%	81%	82%	68%
		e	e	e	e		ef	ef	ef	ef	f		c	c	
I don’t ever look at deals in the market	278	61	62	9	28	119	22	73	86	182	96	41	57	76	145
	19%	18%	18%	15%	16%	20%	12%	13%	18%	15%	38%	50%	12%	14%	29%
									abd		abcd	abcde			ab
Don’t know	70	13	8	2	5	43	17	30	14	61	6	3	32	21	15
	5%	4%	2%	4%	3%	7%	10%	5%	3%	5%	2%	4%	7%	4%	3%
						abd	bcdef	ce		ce			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
I regularly keep an eye on deals in the market	193	117	75	51	55	44	40	166	12	7	**	45	68	44	65	89
	13%	15%	11%	12%	13%	14%	12%	13%	9%	8%	**	16%	12%	12%	14%	11%
		b										bc			b	
I occasionally look at deals in the market	488	279	205	147	124	112	100	404	47	24	**	86	194	135	143	274
	33%	36%	29%	36%	30%	36%	29%	32%	36%	31%	**	32%	34%	35%	31%	34%
		b		bd		bd										
I only look at deals when my contract is ending	471	224	244	138	146	91	90	388	43	28	**	73	187	140	140	278
	31%	29%	34%	34%	36%	29%	26%	31%	33%	36%	**	27%	33%	37%	30%	35%
			a	d	cd								a	a		a
TOTAL EVER LOOK AT DEALS	1152	619	525	337	325	247	230	959	103	59	**	204	448	319	348	641
	77%	79%	74%	82%	79%	79%	67%	77%	78%	76%	**	75%	78%	84%	76%	80%
		b		d	d	d								ab		a
I don’t ever look at deals in the market	278	128	149	59	67	51	94	229	23	18	**	57	108	52	101	130
	19%	16%	21%	14%	16%	16%	27%	18%	18%	23%	**	21%	19%	14%	22%	16%
			a				abc					c	c		b	
Don’t know	70	33	37	14	20	14	20	63	5	1	**	12	18	11	10	30
	5%	4%	5%	3%	5%	4%	6%	5%	4%	2%	**	5%	3%	3%	2%	4%
							a	c								a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		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	2432	140	1442	323	1259	1026	556	219	150	1820	407	1999	228	1485	742	388
Effective Weighted Sample	1845	77	1282	194	1125	808	440	146	117	1401	361	1539	205	1158	569	293
Total	1152	96	666	177	584	489	272	95	69	889	152	952	89	693	348	187
Own provider only	178	23	91	32	82	59	56	10	5	136	23	143	15	88	70	30
	15%	24%	14%	18%	14%	12%	20%	11%	8%	15%	15%	15%	17%	13%	20%	16%
		b					acd								a	
Other providers only	110	13	30	18	26	33	11	12	4	86	9	88	7	79	16	33
	10%	14%	5%	10%	4%	7%	4%	12%	6%	10%	6%	9%	8%	11%	5%	17%
		b		b		b		ab		b				b		ab
Both own provider and others	822	53	527	116	463	385	194	72	58	637	113	688	62	510	240	118
	71%	55%	79%	66%	79%	79%	71%	76%	84%	72%	75%	72%	70%	74%	69%	63%
			a		a	b			b					bc		
Don't know	41	6	18	11	13	13	11	2	1	31	7	33	5	16	22	6
	4%	7%	3%	6%	2%	3%	4%	2%	2%	4%	5%	3%	5%	2%	6%	3%
		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.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2432	392	1592	612	1372	1251	733	320	219	350	720	449	621
Effective Weighted Sample	1845	321	1410	510	1221	1088	638	265	191	250	646	332	562
Total	1152	142	712	230	624	533	321	124	91	178	387	229	336
Own provider only	178	16	98	23	91	60	54	13	6	27	68	31	64
	15%	11%	14%	10%	15%	11%	17%	11%	7%	15%	18%	14%	19%
					a		acd						a
Other providers only	110	13	35	20	28	33	15	13	6	15	22	20	17
	10%	9%	5%	9%	5%	6%	5%	10%	6%	9%	6%	9%	5%
		b		b				ab				b	
Both own provider and others	822	109	561	181	490	428	243	96	77	127	286	167	246
	71%	77%	79%	79%	78%	80%	76%	77%	85%	71%	74%	73%	73%
						b			bc				
Don't know	41	3	18	6	15	12	10	2	2	9	10	10	9
	4%	2%	3%	3%	2%	2%	3%	2%	2%	5%	3%	5%	3%
										b			

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2432	512	558	107	62	188	336	35	29	1070	524	1870	562
Effective Weighted Sample	1845	427	464	82	54	155	268	28	23	890	423	1435	410
Total	1152	261	304	46	29	76	142	13	11	565	218	889	263
Own provider only	178	38	57	4	**	5	12	**	**	95	17	136	42
	15%	14%	19%	8%	**	7%	8%	**	**	17%	8%	15%	16%
			c							b			
Other providers only	110	23	14	12	**	4	7	**	**	37	11	96	14
	10%	9%	5%	26%	**	5%	5%	**	**	7%	5%	11%	5%
		b		ab								b	
Both own provider and others	822	193	220	29	**	67	119	**	**	413	186	624	198
	71%	74%	73%	62%	**	88%	84%	**	**	73%	85%	70%	75%
		c	c								a		a
Don't know	41	7	12	1	**	-	4	**	**	19	4	32	9
	4%	3%	4%	3%	**	-%	3%	**	**	3%	2%	4%	3%
							a						

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2432	691	449	116	386	810	311	992	765	2068	357	85	812	888	725
Effective Weighted Sample	1845	652	430	111	327	521	220	735	612	1566	277	54	568	710	563
Total	1152	265	283	47	139	427	141	467	388	996	153	39	371	442	337
Own provider only	178	22	50	9	20	78	31	68	48	147	31	**	67	58	53
	15%	8%	18%	18%	15%	18%	22%	15%	12%	15%	20%	**	18%	13%	16%
			a	a	a	a	bcd				bcd		b		
Other providers only	110	12	12	2	13	73	25	64	17	106	4	**	62	36	12
	10%	4%	4%	3%	10%	17%	17%	14%	4%	11%	3%	**	17%	8%	3%
					abc	abcd	cde	cde		ce			bc	c	
Both own provider and others	822	225	214	35	100	256	81	316	307	704	116	**	226	331	262
	71%	85%	76%	75%	72%	60%	58%	68%	79%	71%	76%	**	61%	75%	78%
		bcde	e	e	e			a	abd	a	ab			a	a
Don't know	41	6	7	1	6	21	4	19	17	39	2	**	15	17	9
	4%	2%	2%	3%	4%	5%	3%	4%	4%	4%	1%	**	4%	4%	3%
						ab		e	e	e					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2432	1265	1148	699	698	499	512	2034	217	121	60	414	949	680	746	1345
Effective Weighted Sample	1845	942	894	565	522	363	384	1540	162	95	48	313	688	556	544	1059
Total	1152	619	525	337	325	247	230	959	103	59	32	204	448	319	348	641
Own provider only	178	91	87	47	48	36	44	148	16	10	**	35	74	46	69	89
	15%	15%	17%	14%	15%	15%	19%	15%	16%	16%	**	17%	16%	14%	20%	14%
							a								b	
Other providers only	110	67	43	30	29	28	22	92	7	8	**	31	48	16	51	37
	10%	11%	8%	9%	9%	11%	10%	10%	7%	14%	**	15%	11%	5%	15%	6%
		b								b		bc	c		b	
Both own provider and others	822	438	377	250	243	170	151	684	77	39	**	130	309	253	213	502
	71%	71%	72%	74%	75%	69%	66%	71%	75%	66%	**	64%	69%	79%	61%	78%
				cd	cd									ab		a
Don't know	41	23	18	10	5	13	13	35	3	3	**	8	18	4	14	12
	4%	4%	3%	3%	1%	5%	6%	4%	3%	4%	**	4%	4%	1%	4%	2%
						ab	ab					c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Very confident	387	32	226	57	201	165	93	46	34	297	52	320	29	229	120	73
	26%	22%	27%	22%	28%	28%	24%	41%	41%	26%	28%	26%	27%	27%	23%	33%
					a	b		ab	ab					b		ab
Fairly confident	716	54	418	107	364	301	171	49	37	555	97	595	57	419	234	102
	48%	36%	50%	42%	50%	51%	44%	45%	44%	48%	52%	48%	53%	50%	46%	47%
			a		a	b								b		
Not very confident	250	31	135	49	117	90	76	12	9	196	28	207	16	134	90	30
	17%	21%	16%	19%	16%	15%	19%	10%	11%	17%	15%	17%	15%	16%	18%	14%
						c	acd									
Not at all confident	67	16	31	20	26	23	24	1	1	55	4	57	2	26	33	7
	4%	11%	4%	8%	4%	4%	6%	1%	1%	5%	2%	5%	2%	3%	6%	3%
		b		b		cd	acd			b					ac	
Don't know	80	15	28	21	22	14	29	3	2	57	6	60	3	26	37	7
	5%	10%	3%	8%	3%	2%	7%	3%	3%	5%	3%	5%	3%	3%	7%	3%
		b		b			acd								ac	
TOTAL CONFIDENT	1103	86	644	164	565	465	264	95	70	852	149	915	86	648	353	175
	74%	58%	77%	65%	77%	79%	67%	86%	85%	74%	79%	74%	80%	78%	69%	80%
			a		a	b		ab	ab		a		a	b		b
TOTAL NOT CONFIDENT	316	47	166	69	144	113	99	13	10	250	33	264	19	160	123	37
	21%	32%	20%	27%	20%	19%	25%	12%	12%	22%	17%	21%	17%	19%	24%	17%
		b		b		cd	acd			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. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Very confident	387	50	242	78	214	191	101	53	42	51	124	68	107
	26%	28%	27%	27%	27%	30%	23%	38%	41%	23%	26%	24%	26%
						b		ab	ab				
Fairly confident	716	82	449	136	395	315	216	66	44	112	246	141	217
	48%	46%	50%	47%	50%	49%	50%	47%	43%	50%	51%	50%	52%
							d						
Not very confident	250	31	141	50	122	96	76	15	12	42	74	51	65
	17%	17%	16%	17%	16%	15%	17%	11%	11%	19%	15%	18%	15%
						c	cd						
Not at all confident	67	4	34	10	29	20	19	2	2	7	20	9	17
	4%	3%	4%	3%	4%	3%	4%	2%	2%	3%	4%	3%	4%
							cd						
Don't know	80	10	31	17	24	19	22	4	4	12	15	15	13
	5%	6%	3%	6%	3%	3%	5%	3%	3%	5%	3%	5%	3%
		b		b			a			b			
TOTAL CONFIDENT	1103	132	691	214	609	506	318	118	86	163	370	209	324
	74%	75%	77%	74%	78%	79%	73%	85%	84%	73%	77%	74%	77%
					a	b		ab	b				
TOTAL NOT CONFIDENT	316	35	175	60	151	116	95	17	13	48	93	60	82
	21%	20%	20%	21%	19%	18%	22%	12%	13%	22%	20%	21%	20%
						c	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Very confident	387	79	96	17	**	35	56	**	**	175	91	304	83
	26%	26%	24%	34%	**	37%	26%	**	**	25%	29%	28%	21%
				b		b					a	b	
Fairly confident	716	165	193	23	**	44	94	**	**	358	138	540	177
	48%	53%	49%	44%	**	47%	43%	**	**	51%	44%	49%	44%
										b		b	
Not very confident	250	49	67	7	**	11	31	**	**	116	42	176	74
	17%	16%	17%	13%	**	12%	14%	**	**	16%	14%	16%	18%
Not at all confident	67	8	18	1	**	3	18	**	**	26	21	32	35
	4%	3%	5%	2%	**	3%	8%	**	**	4%	7%	3%	9%
							a				a		a
Don't know	80	8	20	3	**	2	18	**	**	28	20	47	33
	5%	3%	5%	6%	**	2%	8%	**	**	4%	6%	4%	8%
			a	a			a				a		a
TOTAL CONFIDENT	1103	244	289	40	**	79	150	**	**	533	229	844	259
	74%	79%	73%	78%	**	83%	69%	**	**	76%	73%	77%	65%
		b				b						b	
TOTAL NOT CONFIDENT	316	57	85	8	**	14	49	**	**	142	63	208	108
	21%	18%	22%	16%	**	15%	23%	**	**	20%	20%	19%	27%
							a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Very confident	387	95	92	15	46	141	52	155	134	340	45	9	128	156	102
	26%	28%	26%	26%	27%	24%	29%	27%	27%	27%	18%	11%	28%	29%	21%
		e					ef	ef	ef	ef			c	c	
Fairly confident	716	165	176	32	89	260	85	283	235	604	112	35	223	264	228
	48%	49%	50%	56%	52%	44%	47%	50%	48%	49%	44%	42%	48%	49%	46%
		e	e	e	e			e		e					
Not very confident	250	53	61	7	25	106	28	92	81	201	48	17	77	82	91
	17%	16%	17%	12%	14%	18%	15%	16%	17%	16%	19%	21%	17%	15%	18%
Not at all confident	67	14	14	2	6	32	5	17	19	41	26	13	11	15	40
	4%	4%	4%	3%	3%	5%	3%	3%	4%	3%	10%	16%	2%	3%	8%
											abcd	abcde			ab
Don't know	80	12	12	2	6	49	11	23	19	54	24	8	21	21	35
	5%	3%	3%	3%	3%	8%	6%	4%	4%	4%	10%	10%	5%	4%	7%
						abcd					bcd	bcd			ab
TOTAL CONFIDENT	1103	260	267	48	135	401	137	438	369	944	156	45	351	420	330
	74%	77%	76%	82%	79%	68%	76%	77%	75%	76%	61%	53%	76%	78%	67%
		e	e	e	e		ef	ef	ef	ef			c	c	
TOTAL NOT CONFIDENT	316	67	74	9	30	138	32	109	101	242	74	31	88	97	130
	21%	20%	21%	15%	18%	23%	18%	19%	21%	19%	29%	37%	19%	18%	26%
						acd					abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Very confident	387	232	152	112	118	71	82	329	33	18	**	67	149	117	120	218
	26%	30%	21%	27%	29%	23%	24%	26%	25%	23%	**	25%	26%	31%	26%	27%
		b		c	cd									ab		
Fairly confident	716	370	341	205	197	163	140	596	62	42	**	122	278	193	213	402
	48%	47%	48%	50%	48%	52%	41%	48%	47%	55%	**	45%	48%	50%	46%	50%
				d	d	d								a		
Not very confident	250	110	139	67	70	43	67	202	25	12	**	50	100	53	74	126
	17%	14%	20%	16%	17%	14%	20%	16%	19%	15%	**	18%	17%	14%	16%	16%
			a				c					c	c			
Not at all confident	67	31	35	15	11	14	26	54	7	3	**	13	22	12	29	25
	4%	4%	5%	4%	3%	5%	8%	4%	5%	4%	**	5%	4%	3%	6%	3%
							abc								b	
Don't know	80	37	43	12	16	21	28	70	5	2	**	21	26	8	23	30
	5%	5%	6%	3%	4%	7%	8%	6%	4%	3%	**	8%	4%	2%	5%	4%
						ab	ab					bc	c			
TOTAL CONFIDENT	1103	602	493	317	314	233	222	925	94	60	**	190	427	309	333	619
	74%	77%	69%	77%	76%	75%	65%	74%	72%	78%	**	69%	74%	81%	73%	77%
		b		d	d	d							a	ab		a
TOTAL NOT CONFIDENT	316	141	174	82	81	58	93	255	32	15	**	63	122	65	103	151
	21%	18%	24%	20%	20%	19%	27%	20%	24%	19%	**	23%	21%	17%	22%	19%
			a				abc					c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Very confident	425	33	276	63	247	195	115	39	29	320	69	347	42	241	147	57
	28%	23%	33%	25%	34%	33%	29%	35%	35%	28%	37%	28%	39%	29%	29%	26%
			a		a						a		a			
Fairly confident	643	55	369	99	324	262	161	48	37	502	80	538	44	375	207	98
	43%	37%	44%	39%	44%	44%	41%	43%	44%	43%	42%	43%	40%	45%	40%	45%
					a									b		
Not very confident	271	30	127	54	103	92	65	17	11	213	27	225	15	148	92	49
	18%	20%	15%	21%	14%	16%	17%	15%	13%	18%	14%	18%	14%	18%	18%	22%
				b						b						ab
Not at all confident	85	11	39	16	35	24	27	2	1	67	9	70	6	41	35	10
	6%	8%	5%	6%	5%	4%	7%	2%	2%	6%	5%	6%	5%	5%	7%	5%
							acd								a	
Don't know	75	18	26	22	22	20	24	5	5	58	3	59	2	29	32	5
	5%	12%	3%	9%	3%	3%	6%	5%	6%	5%	2%	5%	2%	4%	6%	2%
		b		b			a			b		b			ac	
TOTAL CONFIDENT	1068	88	644	161	571	456	276	87	66	822	149	885	86	616	355	156
	71%	60%	77%	64%	78%	77%	70%	79%	80%	71%	79%	71%	79%	74%	69%	71%
			a		a	b		b	b		a		a	b		
TOTAL NOT CONFIDENT	356	42	167	70	138	116	93	19	12	280	36	295	21	188	127	59
	24%	28%	20%	28%	19%	20%	24%	17%	15%	24%	19%	24%	19%	23%	25%	27%
		b		b			acd			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.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Very confident	425	45	293	76	262	205	134	46	35	59	165	77	148
	28%	25%	33%	26%	33%	32%	31%	33%	34%	26%	35%	27%	35%
			a		a						a		a
Fairly confident	643	78	395	128	344	285	187	63	45	96	207	123	181
	43%	44%	44%	44%	44%	45%	43%	45%	44%	43%	43%	43%	43%
Not very confident	271	34	138	57	114	100	71	24	17	44	70	54	59
	18%	19%	15%	20%	15%	16%	16%	17%	16%	19%	15%	19%	14%
		b		b						b		b	
Not at all confident	85	11	43	16	39	31	23	5	3	11	23	13	21
	6%	6%	5%	5%	5%	5%	5%	3%	3%	5%	5%	5%	5%
Don't know	75	9	28	14	24	19	19	3	3	14	13	16	10
	5%	5%	3%	5%	3%	3%	4%	2%	3%	6%	3%	6%	2%
		b		b			a			b		b	
TOTAL CONFIDENT	1068	123	688	204	606	490	320	108	80	155	373	200	328
	71%	69%	77%	70%	77%	77%	74%	77%	78%	69%	78%	70%	78%
			a		a						a		a
TOTAL NOT CONFIDENT	356	45	181	73	153	131	95	28	20	55	93	68	80
	24%	26%	20%	25%	20%	21%	22%	20%	20%	24%	19%	24%	19%
		b		b						b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Very confident	425	100	125	16	**	29	60	**	**	225	89	319	107
	28%	32%	32%	31%	**	31%	28%	**	**	32%	29%	29%	27%
Fairly confident	643	132	172	21	**	46	90	**	**	303	136	485	158
	43%	43%	44%	40%	**	48%	42%	**	**	43%	44%	44%	39%
												b	
Not very confident	271	54	60	11	**	12	35	**	**	114	47	195	76
	18%	17%	15%	21%	**	12%	16%	**	**	16%	15%	18%	19%
Not at all confident	85	13	21	2	**	4	14	**	**	34	19	56	29
	6%	4%	5%	5%	**	5%	7%	**	**	5%	6%	5%	7%
													a
Don't know	75	11	16	2	**	4	17	**	**	27	21	44	31
	5%	3%	4%	3%	**	4%	8%	**	**	4%	7%	4%	8%
											a		a
TOTAL CONFIDENT	1068	231	297	37	**	75	151	**	**	528	226	804	265
	71%	75%	75%	72%	**	79%	69%	**	**	75%	72%	73%	66%
						b						b	
TOTAL NOT CONFIDENT	356	67	81	13	**	16	49	**	**	148	66	251	105
	24%	22%	21%	25%	**	17%	23%	**	**	21%	21%	23%	26%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Very confident	425	102	123	21	58	127	39	156	165	359	66	19	110	172	144
	28%	30%	35%	37%	34%	22%	22%	27%	34%	29%	26%	23%	24%	32%	29%
		e	e	e	e			a	abdef	a				a	a
Fairly confident	643	153	152	27	72	242	79	244	213	536	104	31	201	226	213
	43%	45%	43%	46%	42%	41%	44%	43%	44%	43%	41%	38%	44%	42%	43%
Not very confident	271	54	52	6	29	131	42	115	68	225	46	18	104	91	76
	18%	16%	15%	10%	17%	22%	23%	20%	14%	18%	18%	22%	23%	17%	15%
					c	abcd	cde	c		c	c	c	bc		
Not at all confident	85	16	16	3	8	42	13	30	24	68	17	7	27	28	29
	6%	5%	5%	6%	5%	7%	7%	5%	5%	5%	7%	8%	6%	5%	6%
						ab									
Don't know	75	13	11	1	4	47	7	24	20	51	22	8	18	22	34
	5%	4%	3%	1%	2%	8%	4%	4%	4%	4%	9%	10%	4%	4%	7%
						abcd					abcd	abcd			ab
TOTAL CONFIDENT	1068	255	275	48	130	369	118	400	378	896	170	51	311	398	357
	71%	75%	78%	83%	76%	63%	65%	70%	77%	72%	67%	61%	68%	74%	72%
		e	e	e	e			f	abdef	aef				a	a
TOTAL NOT CONFIDENT	356	70	68	9	37	172	55	146	91	293	63	25	131	119	105
	24%	21%	19%	16%	22%	29%	31%	26%	19%	24%	25%	30%	28%	22%	21%
						abcd	bcde	c		c	c	c	bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Very confident	425	233	190	127	124	83	85	358	35	21	**	66	168	136	131	245
	28%	30%	27%	31%	30%	27%	25%	29%	26%	27%	**	24%	29%	36%	28%	31%
				d	d								a	ab		
Fairly confident	643	333	306	194	176	133	130	537	51	37	**	118	251	165	185	359
	43%	43%	43%	47%	43%	43%	38%	43%	39%	47%	**	43%	44%	43%	40%	45%
				d												a
Not very confident	271	135	135	65	74	57	72	220	32	12	**	57	97	54	90	132
	18%	17%	19%	16%	18%	18%	21%	18%	25%	15%	**	21%	17%	14%	20%	17%
							a		ac			bc			b	
Not at all confident	85	43	41	16	20	17	30	70	8	5	**	12	37	16	35	34
	6%	5%	6%	4%	5%	5%	9%	6%	6%	6%	**	5%	7%	4%	8%	4%
							abc						c		b	
Don't know	75	37	38	8	17	22	25	65	5	3	**	20	21	10	18	31
	5%	5%	5%	2%	4%	7%	7%	5%	4%	4%	**	7%	4%	3%	4%	4%
					a	ab	ab					bc				
TOTAL CONFIDENT	1068	566	496	321	300	216	216	895	86	58	**	184	419	301	316	604
	71%	73%	70%	78%	73%	69%	63%	72%	65%	74%	**	67%	73%	79%	69%	75%
				bcd	d	d		b		b			a	ab		a
TOTAL NOT CONFIDENT	356	178	176	82	95	74	103	290	40	16	**	69	134	71	125	167
	24%	23%	25%	20%	23%	24%	30%	23%	31%	21%	**	25%	23%	18%	27%	21%
							abc		ac			c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Very confident	351	30	209	56	183	151	88	35	27	272	47	293	26	205	114	60
	23%	20%	25%	22%	25%	25%	22%	32%	33%	23%	25%	24%	24%	25%	22%	27%
								ab	ab							b
Fairly confident	675	53	400	99	355	288	165	48	38	513	93	549	57	386	220	93
	45%	36%	48%	39%	49%	49%	42%	43%	46%	44%	49%	44%	53%	46%	43%	42%
			a		a	b					a		a			
Not very confident	310	34	157	55	136	108	83	23	14	243	35	260	18	175	103	50
	21%	23%	19%	22%	19%	18%	21%	21%	17%	21%	19%	21%	17%	21%	20%	23%
Not at all confident	101	20	46	28	38	30	36	3	2	81	9	85	5	42	48	8
	7%	13%	6%	11%	5%	5%	9%	2%	2%	7%	5%	7%	5%	5%	9%	4%
		b		b			acd								ac	
Don't know	63	11	25	16	20	15	20	2	2	50	4	52	2	26	27	8
	4%	7%	3%	6%	3%	3%	5%	2%	2%	4%	2%	4%	1%	3%	5%	4%
		b		b			ac			b		b			a	
TOTAL CONFIDENT	1026	83	609	155	538	439	253	83	66	785	140	842	83	591	334	153
	68%	56%	73%	61%	74%	74%	64%	75%	79%	68%	75%	68%	77%	71%	65%	70%
			a		a	b		b	b		a		a	b		
TOTAL NOT CONFIDENT	411	53	204	83	174	138	119	26	16	324	44	345	23	216	152	58
	27%	36%	24%	33%	24%	23%	30%	23%	19%	28%	24%	28%	21%	26%	30%	26%
		b		b			acd			b		b			a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Very confident	351	44	224	74	195	169	100	45	35	46	118	64	100
	23%	25%	25%	25%	25%	26%	23%	32%	34%	21%	25%	23%	24%
								ab	ab				
Fairly confident	675	76	425	121	379	303	198	62	47	112	235	138	208
	45%	43%	47%	42%	48%	47%	46%	45%	46%	50%	49%	49%	50%
					a								
Not very confident	310	39	170	64	145	120	89	26	16	44	87	54	78
	21%	22%	19%	22%	19%	19%	20%	19%	16%	20%	18%	19%	19%
Not at all confident	101	12	51	21	43	32	31	4	3	14	27	17	23
	7%	7%	6%	7%	5%	5%	7%	3%	3%	6%	6%	6%	6%
							acd						
Don't know	63	6	27	12	22	17	17	2	2	8	12	10	10
	4%	3%	3%	4%	3%	3%	4%	2%	2%	4%	2%	3%	2%
							c						
TOTAL CONFIDENT	1026	120	649	195	574	472	298	107	82	158	353	203	308
	68%	68%	72%	67%	73%	74%	69%	77%	79%	71%	74%	71%	74%
					a	b		b	b				
TOTAL NOT CONFIDENT	411	51	221	84	188	152	120	30	20	58	114	71	101
	27%	29%	25%	29%	24%	24%	28%	22%	19%	26%	24%	25%	24%
				b			acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Very confident	351	74	91	13	**	34	49	**	**	164	83	279	72
	23%	24%	23%	26%	**	36%	23%	**	**	23%	27%	25%	18%
						b						b	
Fairly confident	675	153	194	23	**	36	88	**	**	347	124	513	162
	45%	49%	49%	44%	**	38%	41%	**	**	49%	40%	47%	40%
										b		b	
Not very confident	310	59	73	12	**	17	46	**	**	131	63	212	98
	21%	19%	19%	23%	**	17%	21%	**	**	19%	20%	19%	24%
													a
Not at all confident	101	17	24	2	**	5	21	**	**	41	26	57	45
	7%	5%	6%	4%	**	5%	10%	**	**	6%	8%	5%	11%
							a				a		a
Don't know	63	7	12	1	**	3	13	**	**	20	16	38	25
	4%	2%	3%	3%	**	4%	6%	**	**	3%	5%	3%	6%
											a		a
TOTAL CONFIDENT	1026	226	284	36	**	70	137	**	**	511	207	792	234
	68%	73%	72%	70%	**	74%	63%	**	**	73%	66%	72%	58%
						b				b		b	
TOTAL NOT CONFIDENT	411	75	97	14	**	22	67	**	**	172	89	269	143
	27%	24%	25%	27%	**	23%	31%	**	**	24%	29%	24%	36%
							a				a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Very confident	351	87	89	13	42	123	42	138	127	307	42	13	109	145	95
	23%	26%	25%	23%	24%	21%	23%	24%	26%	25%	16%	16%	24%	27%	19%
		e	e				e	ef	ef	ef			c	c	
Fairly confident	675	155	170	31	83	242	77	267	229	574	100	29	206	257	210
	45%	46%	48%	53%	48%	41%	43%	47%	47%	46%	39%	35%	45%	48%	42%
		e	e	e	e			ef	ef	ef				c	
Not very confident	310	65	66	10	33	138	46	108	93	247	62	21	105	85	118
	21%	19%	19%	18%	19%	23%	26%	19%	19%	20%	24%	26%	23%	16%	24%
						ab	bcd				bcd	b	b		b
Not at all confident	101	20	18	4	9	50	6	34	29	69	33	15	22	32	47
	7%	6%	5%	6%	5%	8%	4%	6%	6%	6%	13%	17%	5%	6%	10%
						abd					abcd	abcd			ab
Don't know	63	12	10	-	5	36	8	23	12	43	19	5	17	20	25
	4%	4%	3%	-%	3%	6%	4%	4%	2%	3%	7%	6%	4%	4%	5%
		c	c		c	abcd	c	c			bcd	c			
TOTAL CONFIDENT	1026	241	259	44	125	365	119	406	356	881	141	43	315	402	306
	68%	71%	73%	76%	73%	62%	66%	71%	73%	71%	55%	51%	68%	75%	62%
		e	e	e	e		ef	ef	aef	aef			c	ac	
TOTAL NOT CONFIDENT	411	85	84	14	42	187	53	141	121	315	95	36	128	117	165
	27%	25%	24%	24%	24%	32%	29%	25%	25%	25%	37%	43%	28%	22%	33%
						abcd					abcd	abcd	b		ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Very confident	351	226	121	104	102	73	68	300	24	18	**	70	125	109	89	208
	23%	29%	17%	25%	25%	23%	20%	24%	18%	24%	**	26%	22%	29%	19%	26%
		b		d	d			b						b		a
Fairly confident	675	351	321	205	191	137	131	561	60	37	**	106	268	188	202	379
	45%	45%	45%	50%	46%	44%	38%	45%	45%	47%	**	39%	47%	49%	44%	47%
				cd	d	d							a	a		
Not very confident	310	134	175	72	80	71	83	248	36	18	**	62	126	59	107	151
	21%	17%	25%	18%	19%	23%	24%	20%	27%	24%	**	23%	22%	15%	23%	19%
			a			a	ab		a			c	c		b	
Not at all confident	101	38	63	21	24	15	40	84	8	3	**	20	41	16	46	40
	7%	5%	9%	5%	6%	5%	12%	7%	6%	4%	**	7%	7%	4%	10%	5%
			a				abc					c	c		b	
Don't know	63	32	31	9	15	17	21	56	4	1	**	15	14	10	14	23
	4%	4%	4%	2%	4%	5%	6%	5%	3%	1%	**	6%	2%	3%	3%	3%
						a	ab					bc				
TOTAL CONFIDENT	1026	577	441	309	294	209	199	862	84	55	**	176	393	297	292	587
	68%	74%	62%	75%	71%	67%	58%	69%	64%	71%	**	64%	68%	78%	64%	73%
		b		cd	d	d								ab		a
TOTAL NOT CONFIDENT	411	172	238	93	103	86	123	333	43	22	**	82	167	75	153	191
	27%	22%	34%	23%	25%	28%	36%	27%	33%	28%	**	30%	29%	20%	33%	24%
			a			a	abc		a			c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Very confident	347	31	203	52	182	148	86	36	27	267	42	286	23	202	107	55
	23%	21%	24%	21%	25%	25%	22%	33%	33%	23%	22%	23%	22%	24%	21%	25%
								ab	ab					b		
Fairly confident	685	54	407	105	356	294	166	51	38	515	102	556	62	390	227	102
	46%	36%	49%	41%	49%	50%	42%	46%	46%	44%	55%	45%	57%	47%	44%	46%
			a		a	b					a		a			
Not very confident	310	33	165	55	143	106	91	18	13	254	32	268	17	174	112	44
	21%	22%	20%	22%	20%	18%	23%	16%	15%	22%	17%	22%	16%	21%	22%	20%
							acd			b		b				
Not at all confident	91	16	40	23	32	29	26	4	3	74	8	78	4	42	40	12
	6%	11%	5%	9%	4%	5%	7%	4%	4%	6%	4%	6%	4%	5%	8%	5%
		b		b											a	
Don't know	67	14	23	19	19	14	23	2	2	50	4	52	2	25	28	6
	4%	10%	3%	7%	3%	2%	6%	1%	2%	4%	2%	4%	2%	3%	5%	3%
		b		b			acd			b		b			ac	
TOTAL CONFIDENT	1031	85	610	157	538	443	252	87	65	782	144	841	85	592	334	157
	69%	58%	73%	62%	74%	75%	64%	78%	79%	67%	77%	68%	79%	71%	65%	72%
			a		a	b		b	b		a		a	b		b
TOTAL NOT CONFIDENT	402	48	205	78	175	135	117	22	16	327	40	346	21	216	151	56
	27%	33%	24%	31%	24%	23%	30%	20%	19%	28%	21%	28%	20%	26%	29%	25%
		b		b			acd			b		b			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.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Very confident	347	47	217	72	192	166	98	42	32	44	118	59	103
	23%	26%	24%	25%	24%	26%	23%	30%	31%	20%	25%	21%	25%
								b	b		a		
Fairly confident	685	73	435	125	384	309	200	67	49	113	234	142	205
	46%	41%	49%	43%	49%	48%	46%	48%	47%	51%	49%	50%	49%
			a		a								
Not very confident	310	39	174	63	150	121	92	25	18	44	94	57	81
	21%	22%	19%	22%	19%	19%	21%	18%	17%	20%	20%	20%	19%
Not at all confident	91	10	44	18	37	27	27	4	3	13	21	15	19
	6%	6%	5%	6%	5%	4%	6%	3%	3%	6%	4%	5%	5%
							acd						
Don't know	67	8	27	14	21	17	17	2	2	8	12	11	10
	4%	5%	3%	5%	3%	3%	4%	2%	2%	4%	2%	4%	2%
				b			c						
TOTAL CONFIDENT	1031	120	653	197	576	475	298	109	81	158	352	201	308
	69%	68%	73%	68%	74%	74%	69%	78%	78%	70%	74%	71%	74%
			a		a	b		b	b				
TOTAL NOT CONFIDENT	402	49	218	81	186	148	119	29	21	58	115	72	101
	27%	28%	24%	28%	24%	23%	27%	20%	20%	26%	24%	25%	24%
				b			acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Very confident	347	73	90	12	**	29	47	**	**	163	76	275	72
	23%	24%	23%	24%	**	31%	21%	**	**	23%	24%	25%	18%
						b						b	
Fairly confident	685	155	192	28	**	43	85	**	**	347	128	517	167
	46%	50%	49%	55%	**	45%	39%	**	**	49%	41%	47%	42%
										b		b	
Not very confident	310	60	78	8	**	14	52	**	**	138	66	209	102
	21%	19%	20%	16%	**	15%	24%	**	**	20%	21%	19%	25%
							a						a
Not at all confident	91	13	21	1	**	5	18	**	**	34	24	58	33
	6%	4%	5%	2%	**	6%	8%	**	**	5%	8%	5%	8%
											a		a
Don't know	67	7	13	1	**	3	15	**	**	20	18	40	27
	4%	2%	3%	3%	**	3%	7%	**	**	3%	6%	4%	7%
							a				a		a
TOTAL CONFIDENT	1031	228	281	40	**	73	132	**	**	510	204	792	239
	69%	74%	72%	79%	**	76%	61%	**	**	73%	65%	72%	60%
						b				b		b	
TOTAL NOT CONFIDENT	402	73	99	10	**	20	70	**	**	172	90	267	135
	27%	24%	25%	19%	**	21%	32%	**	**	25%	29%	24%	34%
							a				a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Very confident	347	82	89	14	36	126	41	137	127	306	40	12	105	148	92
	23%	24%	25%	24%	21%	21%	23%	24%	26%	25%	16%	14%	23%	28%	19%
							ef	ef	ef	ef			c	ac	
Fairly confident	685	159	167	32	90	242	84	276	220	580	102	29	224	246	212
	46%	47%	47%	56%	53%	41%	47%	48%	45%	47%	40%	35%	49%	46%	43%
		e	e	e	ae		ef	ef	f	ef			c		
Not very confident	310	67	73	8	31	133	34	107	104	245	64	23	87	98	124
	21%	20%	21%	14%	18%	23%	19%	19%	21%	20%	25%	27%	19%	18%	25%
						cd					abd	abd			ab
Not at all confident	91	19	14	3	9	47	13	24	28	65	27	12	25	25	41
	6%	6%	4%	5%	5%	8%	7%	4%	6%	5%	10%	14%	5%	5%	8%
						abd	b				bcd	abcd			ab
Don't know	67	12	9	*	5	40	8	25	11	44	22	8	19	21	26
	4%	3%	3%	1%	3%	7%	5%	4%	2%	4%	9%	9%	4%	4%	5%
						abcd	c	c		c	abcd	abcd			
TOTAL CONFIDENT	1031	242	256	46	127	368	125	414	347	886	142	41	329	394	304
	69%	71%	73%	80%	74%	63%	70%	73%	71%	71%	56%	49%	71%	73%	61%
		e	e	ae	e		ef	ef	ef	ef			c	c	
TOTAL NOT CONFIDENT	402	85	88	11	39	180	47	131	131	309	91	35	112	123	165
	27%	25%	25%	20%	23%	31%	26%	23%	27%	25%	36%	42%	24%	23%	33%
						abcd			b		abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Very confident	347	214	130	109	98	68	69	292	28	17	**	62	123	114	97	201
	23%	27%	18%	26%	24%	22%	20%	23%	21%	22%	**	23%	21%	30%	21%	25%
		b		cd										ab		a
Fairly confident	685	358	322	200	196	150	130	570	60	38	**	111	277	187	202	389
	46%	46%	45%	49%	48%	48%	38%	46%	45%	49%	**	41%	48%	49%	44%	49%
				d	d	d							a	a		a
Not very confident	310	140	169	76	80	65	85	257	30	14	**	63	123	61	106	150
	21%	18%	24%	18%	20%	21%	25%	21%	23%	18%	**	23%	21%	16%	23%	19%
			a				ab					c	c		b	
Not at all confident	91	37	54	20	21	14	34	73	9	7	**	20	35	14	37	33
	6%	5%	8%	5%	5%	5%	10%	6%	7%	9%	**	7%	6%	4%	8%	4%
			a				abc					c	c		b	
Don't know	67	31	36	6	16	16	27	59	4	2	**	17	17	7	16	27
	4%	4%	5%	1%	4%	5%	8%	5%	3%	2%	**	6%	3%	2%	4%	3%
					a	a	abc					bc				
TOTAL CONFIDENT	1031	573	452	309	293	217	198	862	88	55	**	173	400	300	299	590
	69%	73%	64%	75%	71%	70%	58%	69%	67%	71%	**	63%	70%	79%	65%	74%
		b		cd	d	d							a	ab		a
TOTAL NOT CONFIDENT	402	177	223	96	102	79	119	330	39	21	**	83	158	75	144	184
	27%	23%	31%	23%	25%	25%	34%	26%	30%	26%	**	30%	27%	20%	31%	23%
			a				abc					c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	921	86	489	152	422	367	207	76	54	717	106	758	65	525	299	144
	61%	58%	58%	60%	58%	62%	53%	69%	66%	62%	56%	61%	61%	63%	58%	66%
						b		ab	b	b				b		b
Disagree	316	31	195	51	175	136	90	20	16	246	44	269	22	185	106	49
	21%	21%	23%	20%	24%	23%	23%	18%	19%	21%	24%	22%	20%	22%	21%	22%
Don't know	263	31	154	51	134	89	95	15	13	195	37	212	21	124	109	26
	18%	21%	18%	20%	18%	15%	24%	14%	16%	17%	20%	17%	19%	15%	21%	12%
							acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	921	118	531	190	459	395	254	93	64	143	289	177	254
	61%	66%	59%	65%	59%	62%	59%	67%	62%	64%	60%	63%	61%
		b		b				b					
Disagree	316	33	205	53	185	147	91	25	21	47	107	60	94
	21%	19%	23%	18%	24%	23%	21%	18%	21%	21%	22%	21%	22%
					a	c							
Don't know	263	26	161	48	139	99	89	21	17	34	83	46	71
	18%	15%	18%	17%	18%	15%	21%	15%	17%	15%	17%	16%	17%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	921	193	239	36	**	54	117	**	**	432	171	730	191
	61%	62%	61%	70%	**	57%	54%	**	**	61%	55%	66%	48%
				b						b		b	
Disagree	316	67	87	10	**	26	54	**	**	154	79	210	106
	21%	22%	22%	19%	**	27%	25%	**	**	22%	25%	19%	26%
													a
Don't know	263	50	67	6	**	15	46	**	**	117	61	158	105
	18%	16%	17%	11%	**	16%	21%	**	**	17%	20%	14%	26%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	921	200	212	31	103	380	132	408	266	806	113	40	337	351	231
	61%	59%	60%	53%	60%	65%	73%	72%	54%	65%	44%	47%	73%	65%	47%
						ac	cdef	cdef	e	cef			bc	c	
Disagree	316	81	78	14	40	107	30	97	118	244	70	20	78	102	134
	21%	24%	22%	23%	23%	18%	16%	17%	24%	20%	27%	24%	17%	19%	27%
		e			e				abd	b	abd	b			ab
Don't know	263	58	63	14	29	101	18	65	106	189	72	24	45	85	131
	18%	17%	18%	23%	17%	17%	10%	11%	22%	15%	28%	29%	10%	16%	26%
									abd	ab	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	921	456	458	251	253	207	196	772	79	48	**	185	358	239	279	510
	61%	58%	65%	61%	62%	67%	57%	62%	60%	61%	**	68%	62%	63%	61%	64%
			a			abd						b				
Disagree	316	193	121	87	89	62	74	264	31	13	**	57	111	86	98	161
	21%	25%	17%	21%	22%	20%	21%	21%	23%	16%	**	21%	19%	22%	21%	20%
		b														
Don't know	263	131	131	73	70	42	74	215	21	17	**	31	105	58	81	130
	18%	17%	18%	18%	17%	13%	22%	17%	16%	22%	**	11%	18%	15%	18%	16%
				c			bc						a			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	918	75	524	142	457	362	237	69	49	716	117	765	68	524	309	141
	61%	51%	63%	56%	62%	61%	60%	62%	59%	62%	63%	62%	63%	63%	60%	64%
			a		a											
Disagree	341	41	182	63	160	145	78	29	22	264	40	282	21	193	110	51
	23%	28%	22%	25%	22%	24%	20%	27%	27%	23%	21%	23%	20%	23%	21%	23%
						b		b	b							
Don't know	241	32	131	49	114	86	77	13	12	179	30	192	18	116	94	28
	16%	21%	16%	19%	16%	14%	20%	11%	14%	15%	16%	15%	17%	14%	18%	13%
		b					ac								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.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	918	117	564	188	493	398	283	90	64	138	312	178	272
	61%	66%	63%	65%	63%	62%	65%	65%	62%	62%	65%	63%	65%
Disagree	341	36	194	61	168	150	79	33	26	49	100	65	84
	23%	20%	22%	21%	22%	23%	18%	24%	25%	22%	21%	23%	20%
						b		b	b				
Don't know	241	24	139	42	121	92	72	16	13	37	66	40	63
	16%	14%	16%	14%	15%	14%	17%	12%	13%	17%	14%	14%	15%
							c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	918	191	260	35	**	60	118	**	**	450	178	683	234
	61%	62%	66%	69%	**	63%	54%	**	**	64%	57%	62%	58%
						b				b			
Disagree	341	75	74	10	**	22	58	**	**	149	80	258	83
	23%	24%	19%	20%	**	23%	27%	**	**	21%	26%	24%	21%
		b									a		
Don't know	241	44	60	6	**	13	41	**	**	103	54	157	84
	16%	14%	15%	11%	**	13%	19%	**	**	15%	17%	14%	21%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	918	208	225	38	110	344	114	356	307	778	137	37	287	340	288
	61%	62%	64%	66%	64%	58%	64%	63%	63%	63%	54%	44%	62%	63%	58%
			e		e		ef	ef	ef	ef	f		c	c	
Disagree	341	77	76	12	35	144	45	131	105	280	60	26	115	112	114
	23%	23%	21%	21%	20%	24%	25%	23%	21%	23%	24%	31%	25%	21%	23%
												bcd	b		
Don't know	241	53	53	8	27	101	21	83	78	181	58	21	58	87	94
	16%	16%	15%	13%	16%	17%	12%	14%	16%	15%	23%	25%	13%	16%	19%
									a		abcd	abcd		a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	918	474	437	258	242	202	203	764	86	43	**	168	352	236	288	490
	61%	61%	62%	63%	59%	65%	59%	61%	66%	55%	**	62%	61%	62%	63%	61%
						bd			c							
Disagree	341	193	147	93	101	72	73	284	27	21	**	59	142	96	94	197
	23%	25%	21%	23%	24%	23%	21%	23%	21%	27%	**	22%	25%	25%	20%	25%
		b														a
Don't know	241	113	126	59	68	38	68	203	18	14	**	46	80	51	77	114
	16%	15%	18%	14%	17%	12%	20%	16%	14%	18%	**	17%	14%	13%	17%	14%
			a		c		ac									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	1010	90	582	158	514	429	243	83	63	780	130	834	76	581	330	154
	67%	61%	69%	62%	70%	72%	62%	75%	76%	67%	69%	67%	71%	70%	64%	70%
			a		a	b		b	b					b		b
Disagree	307	30	162	55	136	111	80	18	12	240	36	255	21	167	109	41
	20%	20%	19%	22%	19%	19%	20%	16%	15%	21%	19%	21%	19%	20%	21%	19%
Don't know	184	27	94	41	80	52	69	10	8	139	21	149	11	86	74	24
	12%	18%	11%	16%	11%	9%	18%	9%	9%	12%	11%	12%	10%	10%	14%	11%
		b		b			acd								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	1010	112	625	184	553	454	283	101	77	145	336	186	295
	67%	63%	70%	63%	71%	71%	65%	72%	75%	65%	70%	66%	70%
			a		a	b		b	b		a		
Disagree	307	45	174	72	148	125	94	27	16	50	93	63	80
	20%	26%	19%	25%	19%	20%	22%	19%	16%	22%	19%	22%	19%
		b		b			d						
Don't know	184	20	98	35	82	61	56	12	10	29	50	35	44
	12%	11%	11%	12%	11%	10%	13%	9%	10%	13%	10%	12%	11%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	1010	219	263	38	**	67	143	**	**	481	211	751	258
	67%	71%	67%	74%	**	71%	66%	**	**	68%	67%	68%	64%
												b	
Disagree	307	60	82	9	**	18	44	**	**	142	62	221	86
	20%	19%	21%	18%	**	19%	21%	**	**	20%	20%	20%	21%
Don't know	184	30	48	4	**	10	29	**	**	79	39	127	57
	12%	10%	12%	8%	**	11%	13%	**	**	11%	13%	12%	14%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	1010	233	251	41	116	376	121	390	339	850	158	52	313	381	314
	67%	69%	71%	71%	68%	64%	67%	68%	69%	69%	62%	62%	68%	71%	63%
		e	e					e	e	e			c	c	
Disagree	307	66	65	11	37	128	45	111	88	244	61	22	103	89	113
	20%	19%	19%	20%	21%	22%	25%	19%	18%	20%	24%	26%	22%	16%	23%
							bcd				bcd	c	b		b
Don't know	184	40	37	6	19	84	14	69	62	145	36	10	44	69	68
	12%	12%	11%	10%	11%	14%	8%	12%	13%	12%	14%	12%	10%	13%	14%
						b		a	a	a	a			a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	1010	565	439	287	271	216	220	846	87	54	**	188	389	283	303	566
	67%	72%	62%	70%	66%	69%	64%	68%	66%	69%	**	69%	68%	74%	66%	71%
		b		d		d								ab		a
Disagree	307	134	169	79	88	59	79	253	26	17	**	53	119	69	102	149
	20%	17%	24%	19%	21%	19%	23%	20%	20%	21%	**	19%	21%	18%	22%	19%
			a												b	
Don't know	184	80	103	45	53	37	45	152	18	8	**	32	67	30	54	85
	12%	10%	14%	11%	13%	12%	13%	12%	14%	10%	**	12%	12%	8%	12%	11%
			a									c	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	720	81	386	134	333	285	182	52	34	562	83	601	44	397	248	111
	48%	55%	46%	53%	46%	48%	46%	47%	42%	48%	44%	49%	41%	48%	48%	51%
		b		b								b				
Disagree	598	44	360	85	319	253	151	46	38	457	84	488	52	353	187	85
	40%	30%	43%	33%	44%	43%	38%	41%	46%	39%	45%	39%	49%	42%	36%	39%
			a		a						a		a	b		
Don't know	182	23	91	35	79	54	60	13	11	140	21	150	12	83	78	23
	12%	15%	11%	14%	11%	9%	15%	12%	13%	12%	11%	12%	11%	10%	15%	11%
							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.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	720	80	416	136	360	295	201	60	40	105	223	129	199
	48%	45%	46%	47%	46%	46%	46%	43%	39%	47%	47%	45%	48%
						d	d						
Disagree	598	78	387	123	343	293	172	68	55	85	214	116	184
	40%	44%	43%	42%	44%	46%	40%	48%	53%	38%	45%	41%	44%
						b		b	ab		a		
Don't know	182	19	95	33	81	53	61	12	8	33	41	39	36
	12%	11%	11%	11%	10%	8%	14%	8%	8%	15%	9%	14%	9%
							acd			b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	720	146	182	22	**	43	106	**	**	328	149	522	198
	48%	47%	46%	43%	**	45%	49%	**	**	47%	48%	48%	49%
Disagree	598	138	161	26	**	47	78	**	**	300	125	456	142
	40%	45%	41%	50%	**	49%	36%	**	**	43%	40%	41%	35%
						b						b	
Don't know	182	25	50	4	**	5	33	**	**	75	38	121	61
	12%	8%	13%	7%	**	6%	15%	**	**	11%	12%	11%	15%
			a				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	720	154	170	25	77	299	86	296	225	607	111	38	226	272	222
	48%	46%	48%	42%	45%	51%	48%	52%	46%	49%	44%	46%	49%	50%	45%
						ad		ce		e				c	
Disagree	598	142	153	28	78	203	72	216	207	495	101	29	183	208	204
	40%	42%	43%	47%	45%	34%	40%	38%	42%	40%	40%	34%	40%	39%	41%
		e	e	e	e				b						
Don't know	182	42	31	6	17	86	22	58	57	137	42	16	52	58	70
	12%	13%	9%	10%	10%	15%	12%	10%	12%	11%	17%	20%	11%	11%	14%
		b				bd					bcd	abcd			b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	720	351	364	173	183	163	188	603	60	34	**	149	293	161	236	375
	48%	45%	51%	42%	44%	52%	55%	48%	45%	43%	**	55%	51%	42%	52%	47%
			a			ab	ab					c	c		b	
Disagree	598	349	244	194	184	110	105	494	57	33	**	89	219	189	174	337
	40%	45%	34%	47%	45%	35%	31%	40%	44%	42%	**	33%	38%	49%	38%	42%
		b		cd	cd								a	ab		a
Don't know	182	80	102	44	45	38	51	154	14	11	**	35	62	33	48	89
	12%	10%	14%	11%	11%	12%	15%	12%	11%	14%	**	13%	11%	9%	11%	11%
			a				ab					c				

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	751	86	395	137	344	268	213	38	25	573	97	610	61	380	290	106
	50%	58%	47%	54%	47%	45%	54%	34%	31%	49%	52%	49%	56%	46%	57%	48%
		b		b		cd	acd						a		ac	
Disagree	632	53	383	99	337	292	144	66	52	491	78	529	39	392	176	98
	42%	36%	46%	39%	46%	49%	37%	60%	63%	42%	41%	43%	37%	47%	34%	45%
			a		a	b		ab	ab			b		b		b
Don't know	117	8	60	17	50	33	35	7	5	95	13	100	8	62	47	15
	8%	5%	7%	7%	7%	6%	9%	6%	6%	8%	7%	8%	7%	7%	9%	7%
							a									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	751	76	423	132	367	276	222	50	33	119	235	143	211
	50%	43%	47%	45%	47%	43%	51%	36%	32%	53%	49%	50%	50%
						cd	acd						
Disagree	632	87	413	137	363	322	177	81	65	89	209	118	181
	42%	49%	46%	47%	46%	50%	41%	58%	63%	40%	44%	42%	43%
						b		ab	ab				
Don't know	117	14	62	23	53	42	34	9	5	15	35	23	27
	8%	8%	7%	8%	7%	7%	8%	6%	5%	7%	7%	8%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	751	148	206	22	**	35	111	**	**	354	146	536	215
	50%	48%	52%	43%	**	37%	51%	**	**	50%	47%	49%	54%
							a						a
Disagree	632	142	157	25	**	54	94	**	**	298	148	475	157
	42%	46%	40%	48%	**	57%	43%	**	**	42%	48%	43%	39%
		b				b					a	b	
Don't know	117	20	30	4	**	5	12	**	**	50	17	88	29
	8%	6%	8%	8%	**	6%	6%	**	**	7%	6%	8%	7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	751	144	174	29	88	319	98	274	220	592	157	62	242	234	273
	50%	43%	49%	50%	51%	54%	54%	48%	45%	48%	61%	74%	53%	43%	55%
			a		a	a	bcd				abcd	abcde	b		b
Disagree	632	172	152	25	74	215	66	246	231	543	87	20	177	258	195
	42%	51%	43%	42%	43%	37%	37%	43%	47%	44%	34%	24%	38%	48%	39%
		bde	e		e		f	aef	aef	aef	f			ac	
Don't know	117	22	27	4	10	55	17	49	38	104	12	1	41	47	27
	8%	7%	8%	7%	6%	9%	9%	9%	8%	8%	5%	2%	9%	9%	6%
						ad	ef	ef	ef	ef			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	751	406	340	179	189	177	190	641	54	34	**	151	300	166	260	368
	50%	52%	48%	44%	46%	57%	55%	51%	41%	44%	**	55%	52%	43%	57%	46%
		b				ab	ab	b				c	c		b	
Disagree	632	321	306	199	191	112	124	514	70	32	**	98	235	201	168	382
	42%	41%	43%	48%	46%	36%	36%	41%	54%	41%	**	36%	41%	53%	37%	48%
				cd	cd				ac				a	ab		a
Don't know	117	53	64	33	31	23	29	95	7	12	**	25	39	16	30	51
	8%	7%	9%	8%	8%	7%	9%	8%	5%	15%	**	9%	7%	4%	7%	6%
			a							ab		c	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	772	79	422	133	368	274	228	42	29	592	99	631	59	406	284	112
	51%	54%	50%	52%	50%	46%	58%	38%	35%	51%	53%	51%	55%	49%	55%	51%
						cd	acd								a	
Disagree	618	60	363	104	319	285	138	64	50	483	74	518	39	370	187	90
	41%	41%	43%	41%	44%	48%	35%	58%	61%	42%	39%	42%	36%	44%	36%	41%
						b		ab	ab					b		
Don't know	111	8	52	17	43	33	27	5	4	84	15	90	9	57	42	17
	7%	5%	6%	7%	6%	6%	7%	5%	4%	7%	8%	7%	9%	7%	8%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	772	88	459	147	399	297	249	56	37	124	242	151	215
	51%	49%	51%	51%	51%	46%	57%	40%	36%	56%	50%	53%	51%
						cd	acd						
Disagree	618	81	382	125	337	306	157	76	62	86	210	114	182
	41%	45%	43%	43%	43%	48%	36%	54%	60%	38%	44%	40%	43%
						b		ab	ab				
Don't know	111	9	57	18	47	37	28	8	4	14	27	18	22
	7%	5%	6%	6%	6%	6%	6%	5%	4%	6%	6%	6%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	772	151	215	26	**	39	118	**	**	366	157	563	209
	51%	49%	55%	50%	**	41%	54%	**	**	52%	50%	51%	52%
			a				a						
Disagree	618	138	158	20	**	51	88	**	**	296	139	456	162
	41%	45%	40%	40%	**	54%	41%	**	**	42%	45%	41%	40%
						b							
Don't know	111	21	20	5	**	5	11	**	**	40	16	80	30
	7%	7%	5%	10%	**	5%	5%	**	**	6%	5%	7%	8%
				b									

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	772	174	171	33	91	306	101	287	232	620	148	50	243	252	273
	51%	51%	49%	57%	53%	52%	56%	50%	47%	50%	58%	60%	53%	47%	55%
							cd				bcd	bcd	b		b
Disagree	618	141	165	21	66	230	61	239	227	526	90	27	172	252	191
	41%	42%	47%	37%	39%	39%	34%	42%	46%	42%	35%	32%	37%	47%	39%
			cde					aef	abdef	aef				ac	
Don't know	111	24	17	4	15	53	19	44	30	93	17	7	45	34	32
	7%	7%	5%	6%	9%	9%	10%	8%	6%	7%	7%	9%	10%	6%	6%
					b	b	c						bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	772	369	397	200	209	163	188	643	66	42	**	149	304	179	277	373
	51%	47%	56%	49%	51%	52%	55%	51%	50%	54%	**	54%	53%	47%	60%	47%
			a				a					c	c		b	
Disagree	618	357	258	184	171	126	130	514	59	28	**	104	235	183	151	376
	41%	46%	36%	45%	41%	40%	38%	41%	45%	37%	**	38%	41%	48%	33%	47%
		b		d										ab		a
Don't know	111	54	56	27	32	23	26	94	6	7	**	21	35	21	31	52
	7%	7%	8%	7%	8%	7%	8%	8%	5%	9%	**	8%	6%	5%	7%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	929	74	537	142	469	405	206	87	65	719	117	772	65	561	275	158
	62%	50%	64%	56%	64%	68%	53%	78%	78%	62%	63%	62%	60%	67%	54%	72%
			a		a	b		ab	ab					b		b
Disagree	343	43	174	61	157	115	103	15	9	262	40	276	25	169	133	41
	23%	29%	21%	24%	21%	19%	26%	13%	11%	23%	21%	22%	24%	20%	26%	19%
		b				cd	acd								ac	
Don't know	228	31	126	51	105	73	84	10	8	178	31	190	18	103	105	21
	15%	21%	15%	20%	14%	12%	21%	9%	10%	15%	16%	15%	17%	12%	20%	9%
		b		b			acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	929	125	578	198	504	449	253	108	81	133	308	174	266
	62%	70%	64%	68%	64%	70%	58%	78%	78%	59%	64%	61%	64%
		b				b		ab	ab				
Disagree	343	29	186	48	167	111	104	17	11	54	101	64	91
	23%	16%	21%	17%	21%	17%	24%	12%	10%	24%	21%	22%	22%
			a		a	cd	acd						
Don't know	228	23	133	45	112	80	77	15	12	37	70	46	61
	15%	13%	15%	15%	14%	12%	18%	10%	11%	17%	15%	16%	15%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	929	208	233	34	**	70	128	**	**	440	198	723	205
	62%	67%	59%	66%	**	73%	59%	**	**	63%	63%	66%	51%
		b				b						b	
Disagree	343	62	93	12	**	16	49	**	**	155	66	222	121
	23%	20%	24%	24%	**	17%	23%	**	**	22%	21%	20%	30%
													a
Don't know	228	40	68	5	**	9	39	**	**	107	48	154	74
	15%	13%	17%	11%	**	10%	18%	**	**	15%	15%	14%	19%
			a				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	929	225	224	36	110	343	106	396	305	807	119	39	297	373	256
	62%	67%	63%	61%	64%	58%	59%	69%	62%	65%	47%	46%	65%	69%	52%
		e	e		e		ef	acdef	ef	aef			c	ac	
Disagree	343	65	77	11	38	152	52	99	99	251	90	36	106	89	147
	23%	19%	22%	19%	22%	26%	29%	17%	20%	20%	35%	43%	23%	16%	30%
						a	bcd			b	abcd	abcd	b		ab
Don't know	228	48	52	12	23	94	21	75	86	181	46	9	58	77	93
	15%	14%	15%	20%	13%	16%	12%	13%	18%	15%	18%	11%	13%	14%	19%
				d					abd		ab				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	929	507	415	260	273	199	188	788	74	46	**	165	366	260	265	537
	62%	65%	58%	63%	66%	64%	55%	63%	57%	59%	**	60%	64%	68%	58%	67%
		b		d	d	d		b						ab		a
Disagree	343	167	175	87	85	67	98	275	34	19	**	68	124	81	126	161
	23%	21%	25%	21%	21%	22%	29%	22%	26%	24%	**	25%	22%	21%	27%	20%
			a				abc								b	
Don't know	228	106	121	64	54	46	57	188	23	13	**	41	85	41	68	102
	15%	14%	17%	16%	13%	15%	17%	15%	17%	17%	**	15%	15%	11%	15%	13%
			a				b					c	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	844	91	455	154	392	315	231	53	37	646	116	694	68	462	300	124
	56%	62%	54%	61%	54%	53%	59%	48%	45%	56%	62%	56%	63%	55%	58%	57%
		b		b		d	acd				a		a			
Disagree	444	36	259	65	230	201	95	45	36	353	45	372	26	263	135	69
	30%	24%	31%	26%	31%	34%	24%	41%	43%	30%	24%	30%	24%	32%	26%	32%
					a	b		ab	ab	b		b		b		b
Don't know	212	20	123	35	109	77	67	12	10	160	27	173	14	109	78	26
	14%	14%	15%	14%	15%	13%	17%	11%	12%	14%	14%	14%	13%	13%	15%	12%
							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.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	844	90	490	156	424	333	247	68	45	128	258	162	224
	56%	51%	55%	54%	54%	52%	57%	48%	43%	57%	54%	57%	53%
						d	acd						
Disagree	444	64	277	95	245	220	121	57	47	67	145	82	131
	30%	36%	31%	33%	31%	34%	28%	41%	45%	30%	30%	29%	31%
		b				b		ab	ab				
Don't know	212	23	131	40	114	87	66	15	12	29	75	39	64
	14%	13%	15%	14%	15%	14%	15%	11%	11%	13%	16%	14%	15%
							c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	844	166	220	29	**	48	132	**	**	386	180	602	242
	56%	54%	56%	56%	**	50%	61%	**	**	55%	58%	55%	60%
							a						a
Disagree	444	103	109	18	**	33	55	**	**	213	89	355	90
	30%	33%	28%	35%	**	35%	26%	**	**	30%	28%	32%	22%
		b				b						b	
Don't know	212	39	64	4	**	14	29	**	**	103	43	142	70
	14%	13%	16%	9%	**	15%	13%	**	**	15%	14%	13%	17%
			c										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	844	183	180	38	103	345	110	290	265	664	177	63	261	268	313
	56%	54%	51%	66%	60%	59%	61%	51%	54%	54%	69%	75%	57%	50%	63%
				ab	ab	b	bcd				abcd	abcd	b		ab
Disagree	444	110	116	11	46	164	51	199	151	401	42	11	150	187	106
	30%	33%	33%	18%	27%	28%	28%	35%	31%	32%	16%	13%	33%	35%	21%
		cde	cde		c	c	ef	acef	ef	ef			c	c	
Don't know	212	45	58	9	22	80	19	81	73	174	36	10	49	84	77
	14%	13%	16%	16%	13%	14%	11%	14%	15%	14%	14%	12%	11%	16%	16%
									a					a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	844	446	391	233	221	178	200	710	74	39	**	155	331	207	279	429
	56%	57%	55%	57%	54%	57%	58%	57%	56%	50%	**	57%	58%	54%	61% b	54%
Disagree	444	236	205	122	134	90	94	367	37	27	**	81	168	125	114	269
	30%	30%	29%	30%	32% d	29%	27%	29%	29%	35%	**	30%	29%	33%	25%	34% a
Don't know	212	97	114	56	57	44	50	174	20	11	**	38	75	50	66	103
	14%	12%	16% a	14%	14%	14%	14%	14%	15%	15%	**	14%	13%	13%	14%	13%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	838	86	484	133	437	341	228	59	40	631	114	669	76	470	275	127
	56%	58%	58%	52%	60%	58%	58%	53%	48%	54%	61%	54%	70%	56%	54%	58%
					a	d	d				a		a			
Disagree	354	20	192	51	160	137	75	31	24	284	38	307	15	204	118	54
	24%	14%	23%	20%	22%	23%	19%	28%	30%	24%	20%	25%	14%	25%	23%	25%
			a			b		b	b	b		b				
Don't know	308	42	162	70	134	115	89	21	18	244	35	262	18	159	121	38
	21%	28%	19%	27%	18%	19%	23%	19%	22%	21%	19%	21%	16%	19%	24%	17%
		b		b											ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	838	87	520	139	468	356	251	69	47	128	298	155	271
	56%	49%	58%	48%	60%	56%	58%	49%	45%	57%	62%	55%	65%
			a		a	cd	cd						a
Disagree	354	55	205	88	172	165	95	48	38	49	96	69	76
	24%	31%	23%	30%	22%	26%	22%	34%	37%	22%	20%	24%	18%
		b		b		b		ab	ab			b	
Don't know	308	35	173	64	144	120	88	23	18	47	84	59	72
	21%	20%	19%	22%	18%	19%	20%	16%	18%	21%	18%	21%	17%
				b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	838	176	250	29	**	51	108	**	**	426	158	624	214
	56%	57%	64%	56%	**	53%	50%	**	**	61%	51%	57%	53%
			a							b			
Disagree	354	72	73	12	**	27	52	**	**	145	80	267	87
	24%	23%	18%	24%	**	29%	24%	**	**	21%	26%	24%	22%
		b									a		
Don't know	308	60	71	10	**	17	57	**	**	131	74	208	100
	21%	20%	18%	19%	**	18%	26%	**	**	19%	24%	19%	25%
							a				a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	838	173	219	39	101	310	103	320	271	694	143	50	270	292	275
	56%	51%	62%	67%	59%	53%	57%	56%	55%	56%	56%	60%	59%	54%	55%
			ae	ae	ae								b		
Disagree	354	94	71	10	37	145	46	143	115	303	48	13	120	128	104
	24%	28%	20%	17%	22%	25%	25%	25%	23%	24%	19%	16%	26%	24%	21%
		bcd				bc	ef	ef	ef	ef			c		
Don't know	308	71	64	9	33	134	32	107	103	242	64	20	70	119	117
	21%	21%	18%	16%	19%	23%	18%	19%	21%	20%	25%	24%	15%	22%	24%
						b					abd			a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	838	458	375	232	235	173	187	703	70	46	**	150	327	228	258	453
	56%	59%	53%	56%	57%	55%	54%	56%	54%	59%	**	55%	57%	60%	56%	57%
		b														
Disagree	354	181	170	99	95	80	74	298	33	11	**	70	130	88	107	195
	24%	23%	24%	24%	23%	26%	22%	24%	25%	15%	**	26%	23%	23%	23%	24%
								c	c							
Don't know	308	141	165	80	82	59	82	250	28	21	**	54	117	67	93	153
	21%	18%	23%	19%	20%	19%	24%	20%	21%	26%	**	20%	20%	17%	20%	19%
			a				abc			a						

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	673	59	363	105	317	250	172	44	30	528	88	565	51	385	230	113
	45%	40%	43%	41%	43%	42%	44%	40%	37%	46%	47%	46%	47%	46%	45%	52%
																ab
Disagree	562	52	345	88	308	262	135	51	38	428	71	456	43	323	176	75
	37%	35%	41%	35%	42%	44%	34%	46%	46%	37%	38%	37%	40%	39%	34%	34%
					a	b		b	b					b		
Don't know	265	37	129	61	105	81	86	16	14	203	29	218	14	125	107	31
	18%	25%	15%	24%	14%	14%	22%	15%	17%	18%	15%	18%	13%	15%	21%	14%
		b		b			ac								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	673	80	399	133	345	288	190	61	40	95	209	123	181
	45%	45%	44%	46%	44%	45%	44%	44%	39%	43%	44%	43%	43%
Disagree	562	62	363	100	325	262	162	60	48	85	208	105	188
	37%	35%	40%	34%	41%	41%	37%	43%	47%	38%	44%	37%	45%
			a		a				b		a		a
Don't know	265	35	136	58	113	90	81	18	15	44	61	55	50
	18%	20%	15%	20%	14%	14%	19%	13%	15%	19%	13%	19%	12%
		b		b			ac			b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	673	127	177	25	**	44	93	**	**	305	137	499	174
	45%	41%	45%	50%	**	46%	43%	**	**	43%	44%	45%	43%
Disagree	562	136	157	20	**	37	70	**	**	293	108	425	137
	37%	44%	40%	39%	**	39%	32%	**	**	42%	34%	39%	34%
										b		b	
Don't know	265	46	59	6	**	14	53	**	**	105	67	175	90
	18%	15%	15%	11%	**	15%	25%	**	**	15%	22%	16%	22%
							a				a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	673	152	145	28	82	270	91	256	205	553	119	41	229	218	223
	45%	45%	41%	48%	48%	46%	51%	45%	42%	45%	47%	49%	50%	41%	45%
					b		bcd						bc		b
Disagree	562	124	165	23	60	192	55	224	202	481	78	21	157	235	168
	37%	37%	47%	40%	35%	33%	31%	39%	41%	39%	31%	25%	34%	44%	34%
			ade					aef	aef	aef				ac	
Don't know	265	62	44	7	29	126	34	89	82	205	58	22	74	85	104
	18%	18%	12%	12%	17%	21%	19%	16%	17%	17%	23%	26%	16%	16%	21%
		b			b	bcd					bcd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	673	368	299	204	179	140	139	557	66	35	**	118	242	196	217	347
	45%	47%	42%	50%	44%	45%	40%	45%	50%	45%	**	43%	42%	51%	47%	43%
		b		bd										ab	b	
Disagree	562	295	266	150	164	112	129	466	50	33	**	103	235	143	161	327
	37%	38%	37%	36%	40%	36%	38%	37%	38%	42%	**	38%	41%	37%	35%	41%
																a
Don't know	265	117	145	57	68	60	76	228	16	10	**	52	97	44	81	127
	18%	15%	20%	14%	17%	19%	22%	18%	12%	13%	**	19%	17%	12%	18%	16%
			a			a	ab	b				c	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	438	39	224	65	198	162	101	32	18	337	55	356	36	249	142	71
	29%	26%	27%	26%	27%	27%	26%	29%	21%	29%	29%	29%	33%	30%	28%	32%
Disagree	850	74	506	138	443	355	226	66	54	663	111	715	60	478	297	118
	57%	51%	60%	54%	61%	60%	58%	59%	66%	57%	59%	58%	55%	57%	58%	54%
			a		a											
Don't know	212	34	107	51	90	75	66	13	11	159	22	168	13	107	74	31
	14%	23%	13%	20%	12%	13%	17%	12%	13%	14%	12%	14%	12%	13%	14%	14%
		b		b			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.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	438	47	246	77	216	181	112	37	25	76	135	88	122
	29%	27%	27%	26%	28%	28%	26%	27%	24%	34%	28%	31%	29%
										b			
Disagree	850	107	540	174	473	380	267	83	64	120	286	155	251
	57%	61%	60%	60%	60%	59%	62%	59%	62%	53%	60%	55%	60%
											a		
Don't know	212	23	112	40	95	80	55	20	14	28	58	40	46
	14%	13%	12%	14%	12%	13%	13%	14%	14%	13%	12%	14%	11%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	438	94	117	19	**	25	44	**	**	210	69	356	83
	29%	30%	30%	37%	**	26%	20%	**	**	30%	22%	32%	21%
										b		b	
Disagree	850	176	230	26	**	56	133	**	**	406	189	608	242
	57%	57%	59%	50%	**	59%	61%	**	**	58%	61%	55%	60%
													a
Don't know	212	40	46	7	**	14	40	**	**	86	54	135	76
	14%	13%	12%	13%	**	15%	18%	**	**	12%	17%	12%	19%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	438	87	98	17	51	188	80	204	116	400	38	17	186	166	86
	29%	26%	28%	29%	30%	32%	44%	36%	24%	32%	15%	20%	40%	31%	17%
						a	bcdef	cdef	e	cef			bc	c	
Disagree	850	205	212	36	99	304	74	298	312	684	163	44	218	302	326
	57%	61%	60%	62%	58%	52%	41%	52%	64%	55%	64%	53%	47%	56%	66%
		e	e	e	e			a	abdf	a	abdf	a		a	ab
Don't know	212	47	43	5	22	97	26	68	61	155	54	23	56	70	84
	14%	14%	12%	9%	13%	17%	15%	12%	13%	13%	21%	27%	12%	13%	17%
						bc					abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	438	204	230	106	130	90	108	360	39	23	**	100	174	101	162	212
	29%	26%	32%	26%	32%	29%	31%	29%	30%	30%	**	36%	30%	26%	35%	27%
			a		a		a					bc			b	
Disagree	850	481	364	258	230	175	172	711	74	45	**	130	324	245	231	493
	57%	62%	51%	63%	56%	56%	50%	57%	57%	58%	**	47%	56%	64%	50%	62%
		b		bcd	d	d							a	ab		a
Don't know	212	94	116	46	51	46	64	180	18	10	**	44	76	37	66	96
	14%	12%	16%	11%	12%	15%	19%	14%	14%	13%	**	16%	13%	10%	14%	12%
			a			a	ab					c	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Agree	705	70	386	119	337	258	198	49	32	541	87	571	57	375	253	106
	47%	47%	46%	47%	46%	44%	50%	45%	39%	47%	47%	46%	53%	45%	49%	49%
							ad						a		a	
Disagree	642	59	383	103	338	289	152	54	45	498	82	538	42	376	203	92
	43%	40%	46%	40%	46%	49%	39%	49%	55%	43%	44%	43%	39%	45%	40%	42%
					a	b		b	b					b		
Don't know	153	19	69	32	55	45	42	7	5	120	19	130	9	82	57	21
	10%	13%	8%	13%	8%	8%	11%	7%	6%	10%	10%	10%	9%	10%	11%	9%
		b		b			ac									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Agree	705	92	422	143	370	289	224	60	38	108	225	135	198
	47%	52%	47%	49%	47%	45%	52%	43%	37%	48%	47%	48%	47%
						d	acd						
Disagree	642	70	404	117	357	306	168	69	59	91	217	120	188
	43%	39%	45%	40%	46%	48%	39%	50%	57%	41%	45%	42%	45%
			a		a	b		b	ab				
Don't know	153	15	72	31	56	46	41	10	6	24	37	28	33
	10%	9%	8%	11%	7%	7%	10%	7%	6%	11%	8%	10%	8%
				b			a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Agree	705	141	192	26	**	44	97	**	**	333	141	533	173
	47%	46%	49%	51%	**	46%	45%	**	**	47%	45%	48%	43%
												b	
Disagree	642	146	163	22	**	44	97	**	**	308	141	464	178
	43%	47%	41%	43%	**	47%	45%	**	**	44%	45%	42%	44%
		b											
Don't know	153	22	39	3	**	7	23	**	**	61	29	103	50
	10%	7%	10%	6%	**	7%	10%	**	**	9%	9%	9%	13%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Agree	705	159	161	29	82	278	92	287	202	582	120	37	246	234	222
	47%	47%	45%	50%	48%	47%	51%	50%	41%	47%	47%	44%	54%	43%	45%
							c	cd		c	c		bc		
Disagree	642	151	167	23	74	232	64	224	239	526	113	38	165	248	227
	43%	44%	47%	39%	43%	39%	35%	39%	49%	42%	44%	45%	36%	46%	46%
		e	e						abd	a	ab	a		a	a
Don't know	153	29	25	6	15	79	24	58	49	131	21	9	49	56	47
	10%	9%	7%	11%	9%	13%	13%	10%	10%	11%	8%	11%	11%	10%	9%
						abd	e								

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Agree	705	321	379	189	187	143	176	589	59	37	**	133	284	169	241	360
	47%	41%	53%	46%	45%	46%	51%	47%	45%	48%	**	49%	49%	44%	53%	45%
			a				abc						c		b	
Disagree	642	378	260	188	176	138	133	534	59	32	**	116	241	187	178	369
	43%	48%	37%	46%	43%	44%	39%	43%	45%	41%	**	42%	42%	49%	39%	46%
		b		d		d								ab		a
Don't know	153	81	71	33	49	31	34	128	14	9	**	25	49	27	39	72
	10%	10%	10%	8%	12%	10%	10%	10%	11%	11%	**	9%	9%	7%	9%	9%
					a											

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents (ADDED DURING FIELDWORK)

		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	2602	169	1538	375	1332	1044	663	207	149	1935	434	2131	238	1483	886	371
Effective Weighted Sample	1923	95	1380	218	1199	824	483	140	109	1470	398	1621	221	1153	666	275
Total	1238	130	711	220	621	502	339	98	71	946	160	1015	91	684	422	177
Gas supplier	869	101	579	171	508	409	270	79	60	648	128	702	74	480	297	109
	70%	77%	81%	78%	82%	81%	80%	80%	84%	68%	80%	69%	82%	70%	70%	62%
											a		a	c	c	
Electricity supplier	990	112	646	193	566	455	304	87	63	739	145	800	84	549	335	121
	80%	86%	91%	87%	91%	91%	90%	89%	89%	78%	91%	79%	92%	80%	79%	68%
			a		a						a		a	c	c	
Bank current account	998	110	622	188	544	436	296	83	63	770	140	833	77	551	359	124
	81%	84%	88%	85%	88%	87%	87%	85%	89%	81%	88%	82%	84%	81%	85%	70%
											a			c	ac	
None of these	84	7	24	11	20	16	15	3	2	66	6	69	4	42	30	19
	7%	5%	3%	5%	3%	3%	4%	3%	3%	7%	4%	7%	4%	6%	7%	11%
										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.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents (ADDED DURING FIELDWORK)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	433	1709	678	1464	1290	852	295	205	350	757	450	657
Effective Weighted Sample	1923	358	1517	573	1305	1128	741	250	182	250	682	334	597
Total	1238	156	764	253	668	554	367	117	87	178	408	229	357
Gas supplier	869	98	618	174	542	430	286	89	70	124	339	167	297
	70%	63%	81%	69%	81%	78%	78%	76%	80%	70%	83%	73%	83%
			a		a						a		a
Electricity supplier	990	118	689	204	602	487	319	99	77	144	366	190	320
	80%	75%	90%	81%	90%	88%	87%	85%	88%	81%	90%	83%	90%
			a		a						a		a
Bank current account	998	110	665	193	581	469	306	95	75	143	352	188	307
	81%	70%	87%	76%	87%	85%	83%	81%	86%	80%	86%	82%	86%
			a		a						a		
None of these	84	17	27	20	24	24	20	6	3	7	16	8	16
	7%	11%	4%	8%	4%	4%	5%	5%	4%	4%	4%	4%	4%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents (ADDED DURING FIELDWORK)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	502	605	91	61	199	426	35	30	1107	625	1929	673
Effective Weighted Sample	1923	428	500	73	53	155	288	26	22	926	438	1505	443
Total	1238	262	324	42	29	84	197	14	12	586	281	898	340
Gas supplier	869	205	258	**	**	64	150	**	**	464	215	607	262
	70%	78%	80%	**	**	77%	76%	**	**	79%	76%	68%	77% a
Electricity supplier	990	225	284	**	**	74	177	**	**	510	251	690	300
	80%	86%	88%	**	**	88%	90%	**	**	87%	90%	77%	88% a
Bank current account	998	220	275	**	**	74	177	**	**	495	251	706	292
	81%	84%	85%	**	**	89%	90%	**	**	84%	90% a	79%	86% a
None of these	84	12	12	**	**	3	9	**	**	24	12	67	17
	7%	4%	4%	**	**	4%	5%	**	**	4%	4%	7% b	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents (ADDED DURING FIELDWORK)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	737	474	116	428	867	306	995	816	2117	476	132	811	896	886
Effective Weighted Sample	1923	698	455	112	375	529	208	751	656	1614	309	72	562	734	626
Total	1238	286	299	48	150	464	132	462	414	1008	226	76	360	442	432
Gas supplier	869	222	255	41	115	243	39	305	333	677	190	63	173	337	357
	70%	78%	85%	84%	77%	52%	30%	66%	81%	67%	84%	83%	48%	76%	83%
		e	ade	e	e			a	abd	a	abd	abd		a	ab
Electricity supplier	990	258	271	45	132	293	49	346	378	773	216	73	203	376	410
	80%	90%	91%	92%	88%	63%	37%	75%	91%	77%	96%	96%	57%	85%	95%
		e	e	e	e			a	abd	a	abcd	abd		a	ab
Bank current account	998	250	261	42	127	326	82	354	358	795	202	70	252	359	385
	81%	88%	87%	87%	85%	70%	63%	77%	87%	79%	89%	93%	70%	81%	89%
		e	e	e	e			a	abd	a	abd	abcd		a	ab
None of these	84	9	11	2	7	56	27	36	13	75	6	2	52	19	10
	7%	3%	4%	4%	4%	12%	20%	8%	3%	7%	3%	3%	14%	4%	2%
						abcd	bcdef	cef		cef			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents (ADDED DURING FIELDWORK)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1325	1256	690	712	548	616	2169	235	135	63	444	968	678	792	1380
Effective Weighted Sample	1923	963	948	570	523	400	414	1593	178	104	49	319	711	537	564	1059
Total	1238	647	583	333	329	261	296	1029	112	65	32	222	460	318	368	665
Gas supplier	869	456	409	248	229	175	203	721	85	48	**	143	337	244	240	503
	70%	70%	70%	75%	70%	67%	68%	70%	76%	73%	**	65%	73%	77%	65%	76%
				bcd									a	a		a
Electricity supplier	990	526	460	283	257	198	237	814	97	53	**	161	387	275	280	561
	80%	81%	79%	85%	78%	76%	80%	79%	87%	81%	**	73%	84%	86%	76%	84%
				bcd					a				a	a		a
Bank current account	998	510	484	282	261	204	236	825	95	52	**	167	380	282	292	570
	81%	79%	83%	85%	79%	78%	80%	80%	85%	80%	**	75%	83%	89%	79%	86%
			a	bcd									a	ab		a
None of these	84	41	42	11	31	18	22	72	4	5	**	18	23	9	24	29
	7%	6%	7%	3%	9%	7%	7%	7%	4%	8%	**	8%	5%	3%	7%	4%
					a	a	a					bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		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	1811	123	1240	281	1082	839	524	161	123	1321	340	1471	190	1046	615	233
Effective Weighted Sample	1353	71	1113	163	974	661	382	105	87	1019	316	1138	179	846	458	184
Total	869	101	579	171	508	409	270	79	60	648	128	702	74	480	297	109
Yes - in the last 6 months	114	12	72	17	66	59	24	16	11	83	20	91	12	71	31	28
	13%	11%	12%	10%	13%	14%	9%	21%	19%	13%	15%	13%	16%	15%	11%	26%
						b		ab	b					b		ab
Yes - 7 to 12 months ago	115	9	76	19	66	65	20	18	12	90	15	99	6	72	33	20
	13%	9%	13%	11%	13%	16%	8%	24%	21%	14%	12%	14%	8%	15%	11%	19%
						b		ab	b			b		b		b
Yes – 13 to 18 months ago	78	5	58	13	51	44	20	9	8	59	14	67	6	52	21	12
	9%	5%	10%	7%	10%	11%	7%	11%	14%	9%	11%	9%	8%	11%	7%	11%
						b			b					b		b
Yes – 1.5 to 2 years ago	69	5	46	8	43	37	15	6	6	57	9	60	5	47	19	6
	8%	5%	8%	5%	9%	9%	6%	8%	10%	9%	7%	9%	7%	10%	6%	6%
					a	b								bc		
Yes – 2 to 3 years ago	75	6	52	12	47	38	20	3	2	54	13	60	7	44	24	4
	9%	6%	9%	7%	9%	9%	8%	4%	4%	8%	10%	9%	10%	9%	8%	3%
						c								c	c	
Yes – More than 3 years ago	145	19	113	31	101	82	50	8	7	106	25	115	16	78	53	12
	17%	19%	19%	18%	20%	20%	19%	10%	11%	16%	19%	16%	22%	16%	18%	11%
						cd	cd								c	
No – never changed provider	272	43	162	71	134	84	121	18	13	199	33	211	21	116	116	26
	31%	43%	28%	42%	26%	21%	45%	22%	21%	31%	26%	30%	28%	24%	39%	24%
		b		b			acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1811	274	1365	462	1177	988	651	222	160	245	620	329	536
Effective Weighted Sample	1353	228	1215	394	1051	870	568	187	142	179	562	250	489
Total	869	98	618	174	542	430	286	89	70	124	339	167	297
Yes - in the last 6 months	114	17	79	25	71	64	32	21	13	16	45	23	38
	13%	18%	13%	14%	13%	15%	11%	23%	19%	13%	13%	14%	13%
		b				b		ab	b				
Yes - 7 to 12 months ago	115	12	79	22	69	67	24	21	15	22	43	28	37
	13%	12%	13%	13%	13%	16%	8%	23%	22%	18%	13%	17%	12%
						b		ab	b				
Yes – 13 to 18 months ago	78	11	63	20	54	52	22	10	9	9	31	15	25
	9%	12%	10%	12%	10%	12%	8%	11%	12%	7%	9%	9%	8%
						b							
Yes – 1.5 to 2 years ago	69	9	51	14	46	45	15	8	8	10	27	12	26
	8%	9%	8%	8%	9%	10%	5%	9%	11%	8%	8%	7%	9%
						b			b				
Yes – 2 to 3 years ago	75	7	58	13	51	41	23	5	5	11	31	14	29
	9%	7%	9%	8%	9%	10%	8%	6%	7%	9%	9%	8%	10%
Yes – More than 3 years ago	145	12	118	25	105	85	45	7	6	17	63	23	57
	17%	12%	19%	14%	19%	20%	16%	8%	9%	13%	19%	14%	19%
			a		a	bcd	cd						a
No – never changed provider	272	29	172	55	146	77	124	18	14	39	99	52	85
	31%	30%	28%	32%	27%	18%	43%	20%	20%	32%	29%	31%	29%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1811	392	473	71	48	155	328	27	22	865	483	1301	510
Effective Weighted Sample	1353	352	389	60	42	121	214	24	20	738	330	1056	328
Total	869	205	258	33	23	64	150	9	8	464	215	607	262
Yes - in the last 6 months	114	31	30	**	**	7	17	**	**	61	24	87	27
	13%	15%	12%	**	**	11%	11%	**	**	13%	11%	14%	10%
												b	
Yes - 7 to 12 months ago	115	32	33	**	**	9	15	**	**	65	24	85	30
	13%	16%	13%	**	**	14%	10%	**	**	14%	11%	14%	11%
Yes – 13 to 18 months ago	78	21	19	**	**	10	13	**	**	40	23	64	15
	9%	10%	7%	**	**	15%	9%	**	**	9%	11%	10%	6%
						b						b	
Yes – 1.5 to 2 years ago	69	20	17	**	**	8	6	**	**	37	14	54	15
	8%	10%	7%	**	**	12%	4%	**	**	8%	7%	9%	6%
						b						b	
Yes – 2 to 3 years ago	75	19	23	**	**	7	10	**	**	42	16	59	16
	9%	9%	9%	**	**	10%	6%	**	**	9%	8%	10%	6%
												b	
Yes – More than 3 years ago	145	39	41	**	**	13	32	**	**	80	45	87	58
	17%	19%	16%	**	**	21%	21%	**	**	17%	21%	14%	22%
													a
No – never changed provider	272	43	95	**	**	11	57	**	**	138	68	171	102
	31%	21%	37%	**	**	17%	38%	**	**	30%	32%	28%	39%
			a				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1811	576	402	98	319	431	97	658	651	1406	402	108	397	683	728
Effective Weighted Sample	1353	545	387	95	281	249	61	513	525	1098	260	59	283	570	507
Total	869	222	255	41	115	243	39	305	333	677	190	63	173	337	357
Yes - in the last 6 months	114	25	33	**	16	35	**	48	44	99	14	5	28	53	33
	13%	11%	13%	**	14%	15%	**	16%	13%	15%	8%	8%	16%	16%	9%
								ef	e	ef			c	c	
Yes - 7 to 12 months ago	115	31	33	**	12	35	**	46	43	92	22	5	20	53	41
	13%	14%	13%	**	10%	14%	**	15%	13%	14%	12%	8%	12%	16%	12%
														c	
Yes – 13 to 18 months ago	78	24	23	**	14	15	**	34	26	63	15	4	20	29	30
	9%	11%	9%	**	12%	6%	**	11%	8%	9%	8%	6%	11%	9%	8%
		e			e			c							
Yes – 1.5 to 2 years ago	69	19	22	**	8	17	**	21	30	54	15	4	11	27	30
	8%	9%	9%	**	7%	7%	**	7%	9%	8%	8%	6%	6%	8%	9%
Yes – 2 to 3 years ago	75	18	23	**	13	17	**	25	33	61	14	4	11	33	31
	9%	8%	9%	**	11%	7%	**	8%	10%	9%	7%	7%	6%	10%	9%
					e									a	
Yes – More than 3 years ago	145	41	49	**	19	28	**	32	66	100	45	16	14	48	84
	17%	19%	19%	**	16%	11%	**	11%	20%	15%	24%	25%	8%	14%	23%
		e	e						bd	b	bd	bd		a	ab
No – never changed provider	272	64	72	**	33	96	**	98	90	208	64	25	69	95	109
	31%	29%	28%	**	29%	39%	**	32%	27%	31%	34%	41%	40%	28%	30%
						abd		c			c	cd	bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1811	930	872	512	491	355	429	1513	177	91	30	282	708	511	515	1033
Effective Weighted Sample	1353	687	660	430	378	253	286	1128	131	69	26	197	529	414	368	799
Total	869	456	409	248	229	175	203	721	85	48	15	143	337	244	240	503
Yes - in the last 6 months	114	55	57	36	38	19	19	96	10	**	**	14	45	38	27	73
	13%	12%	14%	14%	17%	11%	9%	13%	12%	**	**	10%	13%	16%	11%	15%
				d	cd									a		
Yes - 7 to 12 months ago	115	67	47	38	31	27	17	95	11	**	**	16	46	37	34	66
	13%	15%	12%	15%	13%	16%	8%	13%	13%	**	**	11%	14%	15%	14%	13%
		b		d	d	d										
Yes – 13 to 18 months ago	78	45	33	31	21	15	11	70	4	**	**	8	33	26	18	49
	9%	10%	8%	12%	9%	9%	6%	10%	5%	**	**	6%	10%	11%	7%	10%
				d	d			b					a	a		
Yes – 1.5 to 2 years ago	69	44	25	26	15	14	14	56	9	**	**	10	27	25	16	40
	8%	10%	6%	11%	6%	8%	7%	8%	10%	**	**	7%	8%	10%	7%	8%
		b		bd												
Yes – 2 to 3 years ago	75	44	30	23	21	15	15	62	9	**	**	11	27	24	26	41
	9%	10%	7%	9%	9%	8%	7%	9%	10%	**	**	8%	8%	10%	11%	8%
Yes – More than 3 years ago	145	69	76	40	30	37	37	124	12	**	**	26	60	35	44	82
	17%	15%	19%	16%	13%	21%	18%	17%	14%	**	**	18%	18%	14%	18%	16%
			a			b	b									
No – never changed provider	272	132	140	54	74	49	90	218	30	**	**	57	99	58	76	150
	31%	29%	34%	22%	32%	28%	44%	30%	35%	**	**	40%	29%	24%	32%	30%
			a		a		abc					bc	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

		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	2073	141	1398	325	1214	945	594	182	133	1505	388	1675	218	1192	701	259
Effective Weighted Sample	1547	81	1255	190	1093	752	432	120	94	1157	361	1291	205	954	524	205
Total	990	112	646	193	566	455	304	87	63	739	145	800	84	549	335	121
Yes - in the last 6 months	138	13	83	22	74	66	30	19	12	100	23	110	14	85	39	31
	14%	12%	13%	12%	13%	15%	10%	21%	19%	14%	16%	14%	17%	15%	12%	26%
						b		ab	b					b		ab
Yes - 7 to 12 months ago	128	5	86	16	74	68	22	18	13	101	20	111	10	85	36	24
	13%	4%	13%	8%	13%	15%	7%	21%	21%	14%	14%	14%	12%	15%	11%	20%
			a		a	b		ab	b					b		b
Yes – 13 to 18 months ago	102	7	67	15	59	52	22	10	7	75	16	83	8	68	24	13
	10%	6%	10%	8%	10%	11%	7%	12%	11%	10%	11%	10%	9%	12%	7%	11%
						b		b						b		b
Yes – 1.5 to 2 years ago	79	4	49	10	44	38	16	7	7	63	10	67	6	52	21	6
	8%	4%	8%	5%	8%	8%	5%	8%	11%	8%	7%	8%	7%	9%	6%	5%
						b			b					bc		
Yes – 2 to 3 years ago	84	9	64	15	58	48	25	4	4	63	15	70	9	51	28	6
	9%	8%	10%	8%	10%	11%	8%	5%	6%	9%	11%	9%	11%	9%	8%	5%
						c								c		
Yes – More than 3 years ago	172	23	129	36	116	98	54	12	10	125	27	135	17	91	61	13
	17%	20%	20%	19%	21%	22%	18%	13%	16%	17%	19%	17%	20%	17%	18%	11%
						c								c	c	
No – never changed provider	286	51	168	79	141	84	135	17	10	211	33	225	20	118	127	27
	29%	46%	26%	41%	25%	19%	44%	20%	15%	29%	23%	28%	24%	21%	38%	23%
		b		b			acd			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.

Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2073	325	1533	540	1318	1126	732	247	180	287	672	375	584
Effective Weighted Sample	1547	270	1366	462	1176	991	640	211	160	214	608	290	532
Total	990	118	689	204	602	487	319	99	77	144	366	190	320
Yes - in the last 6 months	138	23	91	34	80	75	39	23	15	19	50	26	42
	14%	19%	13%	17%	13%	15%	12%	23%	19%	13%	14%	14%	13%
		b						ab	b				
Yes - 7 to 12 months ago	128	16	90	28	79	77	30	23	16	20	48	28	41
	13%	14%	13%	14%	13%	16%	9%	23%	21%	14%	13%	15%	13%
						b		ab	b				
Yes – 13 to 18 months ago	102	15	71	25	61	61	25	11	8	14	37	20	31
	10%	13%	10%	12%	10%	13%	8%	12%	11%	10%	10%	11%	10%
						b							
Yes – 1.5 to 2 years ago	79	10	55	18	47	46	19	8	8	12	26	14	23
	8%	9%	8%	9%	8%	9%	6%	8%	10%	8%	7%	7%	7%
						b			b				
Yes – 2 to 3 years ago	84	7	69	14	62	47	28	6	6	11	35	14	32
	9%	6%	10%	7%	10%	10%	9%	6%	8%	8%	10%	7%	10%
			a		a								
Yes – More than 3 years ago	172	16	134	29	121	99	50	10	9	21	68	25	64
	17%	13%	19%	14%	20%	20%	16%	10%	12%	14%	19%	13%	20%
			a		a	bcd	c						a
No – never changed provider	286	31	179	57	153	82	128	18	14	47	102	62	87
	29%	26%	26%	28%	25%	17%	40%	18%	18%	32%	28%	32%	27%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2073	432	527	75	49	174	381	29	24	959	555	1484	589
Effective Weighted Sample	1547	385	438	64	43	136	252	23	19	821	383	1196	382
Total	990	225	284	34	23	74	177	11	10	510	251	690	300
Yes - in the last 6 months	138	33	35	**	**	10	22	**	**	69	32	105	34
	14%	15%	12%	**	**	13%	13%	**	**	13%	13%	15%	11%
												b	
Yes - 7 to 12 months ago	128	33	36	**	**	11	20	**	**	69	31	95	33
	13%	14%	13%	**	**	15%	11%	**	**	13%	12%	14%	11%
Yes – 13 to 18 months ago	102	30	21	**	**	10	13	**	**	51	23	84	18
	10%	13%	7%	**	**	13%	7%	**	**	10%	9%	12%	6%
		b				b						b	
Yes – 1.5 to 2 years ago	79	20	17	**	**	9	10	**	**	38	19	61	19
	8%	9%	6%	**	**	13%	5%	**	**	7%	8%	9%	6%
						b						b	
Yes – 2 to 3 years ago	84	20	27	**	**	6	16	**	**	47	22	62	23
	9%	9%	10%	**	**	8%	9%	**	**	9%	9%	9%	8%
Yes – More than 3 years ago	172	46	44	**	**	16	38	**	**	89	53	105	67
	17%	20%	15%	**	**	21%	21%	**	**	18%	21%	15%	22%
		b											a
No – never changed provider	286	44	105	**	**	12	59	**	**	148	71	180	107
	29%	19%	37%	**	**	16%	33%	**	**	29%	28%	26%	36%
			a				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2073	668	428	107	368	521	122	751	742	1615	455	127	466	767	837
Effective Weighted Sample	1547	633	411	104	327	306	79	580	600	1258	295	70	329	635	590
Total	990	258	271	45	132	293	49	346	378	773	216	73	203	376	410
Yes - in the last 6 months	138	32	35	8	20	47	10	59	52	121	17	6	38	61	39
	14%	12%	13%	18%	15%	16%	20%	17%	14%	16%	8%	9%	19%	16%	9%
							ef	ef	e	ef			c	c	
Yes - 7 to 12 months ago	128	34	36	6	17	37	6	51	50	106	22	3	25	58	46
	13%	13%	13%	14%	13%	13%	12%	15%	13%	14%	10%	5%	12%	15%	11%
							f	ef	f	ef	f			c	
Yes – 13 to 18 months ago	102	28	26	3	17	29	9	44	31	84	17	4	32	35	34
	10%	11%	10%	7%	13%	10%	18%	13%	8%	11%	8%	6%	16%	9%	8%
							cdef	cef					bc		
Yes – 1.5 to 2 years ago	79	23	19	3	10	25	3	28	30	62	18	6	16	31	33
	8%	9%	7%	7%	7%	8%	7%	8%	8%	8%	8%	8%	8%	8%	8%
Yes – 2 to 3 years ago	84	24	26	4	14	15	1	25	40	65	19	8	9	36	40
	9%	9%	10%	10%	11%	5%	2%	7%	10%	8%	9%	10%	4%	9%	10%
		e	e		e			a	ab	a	a	a		a	a
Yes – More than 3 years ago	172	51	54	9	21	37	4	35	79	118	54	18	17	52	103
	17%	20%	20%	20%	16%	13%	7%	10%	21%	15%	25%	25%	8%	14%	25%
		e	e	e					abd	ab	abd	abd		a	ab
No – never changed provider	286	66	75	10	33	104	17	103	96	217	69	27	67	103	116
	29%	26%	28%	23%	25%	36%	35%	30%	26%	28%	32%	37%	33%	27%	28%
						abcd	c				c	cd	b		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2073	1076	986	585	554	414	493	1711	200	106	56	318	817	582	602	1159
Effective Weighted Sample	1547	794	747	494	423	297	328	1269	150	81	48	225	606	475	434	898
Total	990	526	460	283	257	198	237	814	97	53	27	161	387	275	280	561
Yes - in the last 6 months	138	68	68	43	45	25	25	116	12	9	**	17	54	44	34	85
	14%	13%	15%	15%	17%	12%	11%	14%	12%	16%	**	11%	14%	16%	12%	15%
				d	cd									a		
Yes - 7 to 12 months ago	128	68	60	42	34	28	23	109	10	6	**	18	49	44	38	72
	13%	13%	13%	15%	13%	14%	10%	13%	10%	12%	**	11%	13%	16%	14%	13%
				d		d								a		
Yes – 13 to 18 months ago	102	60	42	39	26	21	15	89	8	3	**	16	39	31	30	55
	10%	11%	9%	14%	10%	11%	6%	11%	8%	6%	**	10%	10%	11%	11%	10%
				d	d	d										
Yes – 1.5 to 2 years ago	79	50	30	33	19	11	17	64	7	6	**	14	25	32	19	48
	8%	9%	6%	12%	7%	6%	7%	8%	8%	11%	**	9%	6%	12%	7%	9%
		b		bcd										b		
Yes – 2 to 3 years ago	84	45	39	25	24	16	18	68	10	4	**	10	32	28	23	50
	9%	9%	8%	9%	9%	8%	8%	8%	10%	7%	**	6%	8%	10%	8%	9%
														a		
Yes – More than 3 years ago	172	87	84	48	37	38	46	145	14	9	**	32	72	42	52	98
	17%	17%	18%	17%	14%	19%	19%	18%	14%	17%	**	20%	19%	15%	19%	17%
						b	b									
No – never changed provider	286	148	138	53	74	59	93	223	36	16	**	54	117	55	83	153
	29%	28%	30%	19%	29%	30%	39%	27%	37%	31%	**	34%	30%	20%	30%	27%
					a	a	abc		a			c	c			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		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	2095	134	1339	312	1161	901	572	172	130	1583	373	1761	195	1207	749	272
Effective Weighted Sample	1541	75	1203	177	1046	707	411	114	93	1197	345	1335	184	954	552	200
Total	998	110	622	188	544	436	296	83	63	770	140	833	77	551	359	124
Yes - in the last 6 months	22 2%	1 1%	7 1%	2 1%	6 1%	6 1%	3 1%	1 1%	* *%	17 2%	3 2%	19 2%	1 2%	15 3% b	5 1%	6 5% b
Yes - 7 to 12 months ago	33 3%	4 4%	11 2%	4 2%	11 2%	10 2%	6 2%	3 3%	1 2%	29 4% b	2 1%	30 4%	1 1%	27 5% b	5 1%	13 11% ab
Yes – 13 to 18 months ago	22 2%	1 1%	13 2%	4 2%	10 2%	11 2%	3 1%	3 4% b	1 1%	18 2%	3 2%	20 2%	1 1%	15 3%	5 2%	6 5% b
Yes – 1.5 to 2 years ago	32 3%	4 3%	13 2%	5 3%	11 2%	9 2%	8 3%	2 2%	2 3%	22 3%	6 4%	24 3%	3 4%	20 4%	7 2%	9 7% ab
Yes – 2 to 3 years ago	36 4%	2 2%	23 4%	6 3%	19 4%	16 4%	9 3%	3 3%	2 3%	29 4%	6 4%	32 4%	3 4%	21 4%	14 4%	2 2%
Yes – More than 3 years ago	259 26%	20 18%	192 31% a	41 22%	171 31% a	148 34% b	64 22%	22 27%	18 29%	205 27%	39 28%	221 27%	23 29%	167 30% bc	77 22%	26 21%
No – never changed provider	595 60%	77 70% b	364 58%	125 67% b	315 58%	237 54%	204 69% ac	50 60%	39 62%	450 58%	82 58%	487 58%	45 59%	286 52%	245 68% ac	62 50%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	311	1477	521	1267	1083	705	239	175	279	648	367	560
Effective Weighted Sample	1541	259	1313	442	1132	951	615	202	155	193	584	266	508
Total	998	110	665	193	581	469	306	95	75	143	352	188	307
Yes - in the last 6 months	22	4	8	5	7	9	3	3	2	2	3	3	2
	2%	3%	1%	3%	1%	2%	1%	4%	2%	1%	1%	2%	1%
		b		b				b					
Yes - 7 to 12 months ago	33	6	13	7	12	13	6	4	3	8	8	9	7
	3%	5%	2%	4%	2%	3%	2%	5%	4%	6%	2%	5%	2%
		b						b		b		b	
Yes – 13 to 18 months ago	22	2	14	4	12	12	4	3	2	2	6	3	5
	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	2%
Yes – 1.5 to 2 years ago	32	5	14	7	12	15	4	5	4	9	7	11	5
	3%	4%	2%	4%	2%	3%	1%	5%	5%	6%	2%	6%	2%
		b				b		b	b	b		b	
Yes – 2 to 3 years ago	36	3	25	7	21	20	8	3	3	6	11	8	9
	4%	3%	4%	4%	4%	4%	3%	3%	4%	4%	3%	4%	3%
Yes – More than 3 years ago	259	26	200	48	177	153	73	23	20	30	104	42	91
	26%	23%	30%	25%	31%	33%	24%	24%	26%	21%	29%	23%	30%
			a		a	bc					a		a
No – never changed provider	595	64	391	115	340	247	208	53	43	86	214	112	188
	60%	58%	59%	59%	58%	53%	68%	56%	57%	60%	61%	60%	61%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	417	510	67	47	175	377	28	24	927	552	1524	571
Effective Weighted Sample	1541	355	415	52	40	134	251	20	17	770	381	1203	368
Total	998	220	275	30	22	74	177	11	10	495	251	706	292
Yes - in the last 6 months	22	2	3	**	**	1	3	**	**	5	4	18	4
	2%	1%	1%	**	**	2%	1%	**	**	1%	2%	2%	1%
Yes - 7 to 12 months ago	33	9	7	**	**	1	3	**	**	16	4	28	5
	3%	4%	2%	**	**	1%	2%	**	**	3%	2%	4%	2%
												b	
Yes – 13 to 18 months ago	22	6	2	**	**	4	4	**	**	8	8	20	3
	2%	3%	1%	**	**	5%	3%	**	**	2%	3%	3%	1%
		b									a	b	
Yes – 1.5 to 2 years ago	32	9	6	**	**	1	2	**	**	16	3	26	6
	3%	4%	2%	**	**	1%	1%	**	**	3%	1%	4%	2%
										b			
Yes – 2 to 3 years ago	36	9	7	**	**	3	6	**	**	17	9	28	7
	4%	4%	3%	**	**	4%	3%	**	**	3%	4%	4%	2%
Yes – More than 3 years ago	259	73	61	**	**	29	49	**	**	134	78	177	81
	26%	33%	22%	**	**	38%	28%	**	**	27%	31%	25%	28%
		b				b							
No – never changed provider	595	112	188	**	**	36	109	**	**	300	145	409	186
	60%	51%	68%	**	**	48%	62%	**	**	61%	58%	58%	64%
			a				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	644	412	101	356	601	204	767	702	1673	419	122	578	735	779
Effective Weighted Sample	1541	610	395	98	314	348	138	587	558	1281	268	67	399	607	543
Total	998	250	261	42	127	326	82	354	358	795	202	70	252	359	385
Yes - in the last 6 months	22	4	1	1	2	13	7	10	4	21	1	-	13	6	2
	2%	2%	1%	2%	2%	4%	9%	3%	1%	3%	*%	-%	5%	2%	*%
						abd	bcdef	ce		ce			bc	c	
Yes - 7 to 12 months ago	33	5	6	-	2	19	7	17	8	32	1	*	19	10	4
	3%	2%	2%	-%	2%	6%	9%	5%	2%	4%	1%	1%	7%	3%	1%
						abcd	bcdef	cef		ce			bc	c	
Yes – 13 to 18 months ago	22	7	3	1	3	8	4	13	4	21	1	1	13	4	4
	2%	3%	1%	2%	3%	3%	4%	4%	1%	3%	1%	1%	5%	1%	1%
							ce	ce		ce			bc		
Yes – 1.5 to 2 years ago	32	6	4	1	5	17	6	14	10	30	2	1	12	12	7
	3%	2%	1%	3%	4%	5%	7%	4%	3%	4%	1%	1%	5%	3%	2%
					b	ab	cdef	e	e	e			c		
Yes – 2 to 3 years ago	36	11	8	1	7	10	2	18	11	30	5	4	12	14	10
	4%	4%	3%	2%	5%	3%	2%	5%	3%	4%	3%	5%	5%	4%	3%
								e							
Yes – More than 3 years ago	259	77	82	13	31	59	7	77	113	197	62	19	31	104	123
	26%	31%	31%	31%	24%	18%	8%	22%	32%	25%	31%	28%	12%	29%	32%
		de	de	e	e			a	abd	a	abd	a		a	a
No – never changed provider	595	140	157	25	77	199	50	206	208	464	130	45	152	208	234
	60%	56%	60%	60%	61%	61%	61%	58%	58%	58%	64%	64%	60%	58%	61%
											bcd				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1039	1046	587	569	427	488	1740	196	106	53	340	799	596	630	1185
Effective Weighted Sample	1541	747	791	493	418	306	321	1271	146	79	45	241	585	474	443	909
Total	998	510	484	282	261	204	236	825	95	52	26	167	380	282	292	570
Yes - in the last 6 months	22	10	11	2	5	5	9	19	2	-	**	8	5	3	10	9
	2%	2%	2%	1%	2%	2%	4%	2%	2%	-%	**	5%	1%	1%	3%	2%
							a					bc			b	
Yes - 7 to 12 months ago	33	21	12	12	12	6	3	29	1	2	**	7	9	15	9	20
	3%	4%	3%	4%	5%	3%	1%	3%	1%	4%	**	4%	2%	5%	3%	4%
				d	d			b						b		
Yes – 13 to 18 months ago	22	12	10	7	5	4	6	21	1	*	**	6	7	6	8	11
	2%	2%	2%	3%	2%	2%	3%	3%	1%	1%	**	4%	2%	2%	3%	2%
Yes – 1.5 to 2 years ago	32	22	9	9	6	11	5	27	1	2	**	5	14	7	8	16
	3%	4%	2%	3%	2%	6%	2%	3%	2%	3%	**	3%	4%	3%	3%	3%
		b				bd										
Yes – 2 to 3 years ago	36	13	22	11	10	7	6	28	4	3	**	10	11	9	12	19
	4%	3%	5%	4%	4%	4%	3%	3%	4%	5%	**	6%	3%	3%	4%	3%
			a									bc				
Yes – More than 3 years ago	259	137	122	92	66	48	49	212	27	13	**	39	96	88	65	168
	26%	27%	25%	32%	25%	24%	21%	26%	28%	26%	**	23%	25%	31%	22%	29%
				bcd										ab		a
No – never changed provider	595	295	297	149	156	122	157	488	59	32	**	92	238	153	180	327
	60%	58%	61%	53%	60%	60%	66%	59%	62%	61%	**	55%	63%	54%	62%	57%
					a	a	abc						ac			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		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	2851	167	1679	388	1458	1134	712	231	159	2151	468	2362	257	1642	977	426
Effective Weighted Sample	2124	93	1500	224	1308	883	531	150	118	1642	419	1805	232	1271	744	320
Total	1365	128	773	225	676	542	359	102	76	1056	175	1132	100	766	465	203
A. Hearing? Poor hearing, partial hearing, or are deaf	82	16	44	19	40	31	28	6	5	59	9	62	6	43	25	11
	6%	12%	6%	8%	6%	6%	8%	6%	6%	6%	5%	6%	6%	6%	5%	5%
		b														
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	99	21	40	26	35	38	23	9	5	71	11	76	6	50	32	14
	7%	16%	5%	12%	5%	7%	6%	9%	7%	7%	6%	7%	6%	7%	7%	7%
		b		b												
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	104	15	57	23	50	40	33	8	5	72	16	81	8	48	40	12
	8%	12%	7%	10%	7%	7%	9%	7%	7%	7%	9%	7%	8%	6%	9%	6%
		b													a	
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	58	17	19	21	16	22	14	4	1	44	5	45	3	29	19	9
	4%	14%	2%	9%	2%	4%	4%	4%	2%	4%	3%	4%	3%	4%	4%	4%
		b		b												
E. Breathing? Breathlessness or chest pains	80	5	50	9	45	29	25	8	7	56	15	64	7	37	34	8
	6%	4%	6%	4%	7%	5%	7%	8%	9%	5%	9%	6%	7%	5%	7%	4%
											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.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2851	167	1679	388	1458	1134	712	231	159	2151	468	2362	257	1642	977	426
Effective Weighted Sample	2124	93	1500	224	1308	883	531	150	118	1642	419	1805	232	1271	744	320
Total	1365	128	773	225	676	542	359	102	76	1056	175	1132	100	766	465	203
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	61	11	26	14	24	22	15	6	5	47	8	50	5	31	25	9
	4%	9%	3%	6%	4%	4%	4%	6%	6%	4%	5%	4%	5%	4%	5%	4%
		b		b												
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	40	8	13	8	12	15	5	3	3	33	2	34	1	23	12	6
	3%	6%	2%	4%	2%	3%	1%	3%	3%	3%	1%	3%	1%	3%	3%	3%
		b		b		b				b						
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	175	10	83	20	73	58	35	14	12	141	21	151	12	96	66	26
	13%	8%	11%	9%	11%	11%	10%	14%	16%	13%	12%	13%	12%	13%	14%	13%
									b							
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	115	11	66	18	59	42	35	9	8	88	16	95	9	65	39	15
	8%	8%	9%	8%	9%	8%	10%	8%	11%	8%	9%	8%	9%	8%	8%	7%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	801	66	506	129	443	357	215	64	48	624	104	671	57	453	275	108
	59%	51%	66%	57%	66%	66%	60%	62%	63%	59%	59%	59%	57%	59%	59%	53%
			a		a	b								c	c	
Prefer not to say	53	4	23	7	20	16	11	3	2	40	7	41	6	32	15	9
	4%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	6%	4%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		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	2851	167	1679	388	1458	1134	712	231	159	2151	468	2362	257	1642	977	426
Effective Weighted Sample	2124	93	1500	224	1308	883	531	150	118	1642	419	1805	232	1271	744	320
Total	1365	128	773	225	676	542	359	102	76	1056	175	1132	100	766	465	203
Don't know	52	3	19	7	16	11	12	1	1	43	7	46	4	31	19	11
	4%	3%	2%	3%	2%	2%	3%	1%	1%	4%	4%	4%	4%	4%	4%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2851	436	1859	696	1599	1384	911	338	233	400	840	513	727
Effective Weighted Sample	2124	360	1652	586	1428	1208	800	279	204	290	756	384	660
Total	1365	158	830	262	726	590	397	131	97	202	448	259	392
A. Hearing? Poor hearing, partial hearing, or are deaf	82	9	46	13	42	32	24	7	6	9	26	12	23
	6%	6%	6%	5%	6%	5%	6%	6%	6%	5%	6%	5%	6%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	99	7	41	13	35	32	16	8	6	19	21	21	18
	7%	5%	5%	5%	5%	5%	4%	6%	6%	9%	5%	8%	5%
										b		b	
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	104	11	59	19	51	40	30	13	7	14	32	19	28
	8%	7%	7%	7%	7%	7%	8%	10%	8%	7%	7%	7%	7%
								a					
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	58	5	21	8	18	15	11	3	2	4	10	6	8
	4%	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%
E. Breathing? Breathlessness or chest pains	80	6	53	10	48	30	28	8	7	11	27	12	25
	6%	4%	6%	4%	7%	5%	7%	6%	7%	5%	6%	5%	6%
			a		a		a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2851	436	1859	696	1599	1384	911	338	233	400	840	513	727
Effective Weighted Sample	2124	360	1652	586	1428	1208	800	279	204	290	756	384	660
Total	1365	158	830	262	726	590	397	131	97	202	448	259	392
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	61	7	29	9	26	23	12	8	5	8	16	9	14
	4%	4%	3%	4%	4%	4%	3%	6%	5%	4%	4%	4%	4%
								b					
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	40	8	14	9	13	16	6	5	2	6	9	6	9
	3%	5%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%
		b		b				b					
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	175	27	94	38	83	72	48	18	14	27	51	29	49
	13%	17%	11%	14%	11%	12%	12%	14%	14%	13%	11%	11%	13%
		b		b									
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	115	11	71	18	64	46	36	13	11	17	37	20	33
	8%	7%	9%	7%	9%	8%	9%	10%	11%	8%	8%	8%	8%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	801	90	539	157	471	379	249	77	59	125	288	163	250
	59%	57%	65%	60%	65%	64%	63%	58%	61%	62%	64%	63%	64%
			a		a	c							
Prefer not to say	53	8	25	10	23	21	13	4	3	8	14	10	12
	4%	5%	3%	4%	3%	4%	3%	3%	3%	4%	3%	4%	3%
		b											

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2851	436	1859	696	1599	1384	911	338	233	400	840	513	727
Effective Weighted Sample	2124	360	1652	586	1428	1208	800	279	204	290	756	384	660
Total	1365	158	830	262	726	590	397	131	97	202	448	259	392
Don't know	52	9	23	15	17	17	15	5	2	10	14	14	11
	4%	5%	3%	6%	2%	3%	4%	3%	2%	5%	3%	5%	3%
		b		b								b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2851	563	677	109	65	216	432	32	26	1240	648	2130	721
Effective Weighted Sample	2124	476	564	85	57	171	304	23	18	1040	470	1645	490
Total	1365	287	363	48	31	88	194	12	10	650	282	1009	356
A. Hearing? Poor hearing, partial hearing, or are deaf	82	12	23	4	**	9	12	**	**	35	21	46	35
	6%	4%	6%	7%	**	10%	6%	**	**	5%	7%	5%	10%
													a
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	99	22	18	7	**	3	14	**	**	40	17	67	32
	7%	8%	5%	14%	**	3%	7%	**	**	6%	6%	7%	9%
		b		ab									a
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	104	20	26	5	**	8	20	**	**	46	28	67	38
	8%	7%	7%	11%	**	9%	10%	**	**	7%	10%	7%	11%
											a		a
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	58	7	7	1	**	4	13	**	**	14	17	34	24
	4%	2%	2%	2%	**	5%	7%	**	**	2%	6%	3%	7%
											a		a
E. Breathing? Breathlessness or chest pains	80	16	22	4	**	3	15	**	**	38	18	50	30
	6%	5%	6%	8%	**	4%	8%	**	**	6%	6%	5%	8%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2851	563	677	109	65	216	432	32	26	1240	648	2130	721
Effective Weighted Sample	2124	476	564	85	57	171	304	23	18	1040	470	1645	490
Total	1365	287	363	48	31	88	194	12	10	650	282	1009	356
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	61	10	14	3	**	2	8	**	**	24	10	43	18
	4%	3%	4%	5%	**	2%	4%	**	**	4%	4%	4%	5%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	40	6	9	2	**	2	3	**	**	15	5	32	8
	3%	2%	2%	3%	**	2%	2%	**	**	2%	2%	3%	2%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	175	37	40	10	**	11	23	**	**	78	33	140	35
	13%	13%	11%	20%	**	12%	12%	**	**	12%	12%	14%	10%
				ab								b	
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	115	22	32	5	**	11	22	**	**	53	32	70	45
	8%	7%	9%	11%	**	12%	11%	**	**	8%	11%	7%	13%
											a		a
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	801	179	234	24	**	52	118	**	**	413	170	599	202
	59%	62%	64%	49%	**	59%	61%	**	**	64%	60%	59%	57%
		c	c										
Prefer not to say	53	14	9	1	**	4	6	**	**	22	10	36	18
	4%	5%	2%	2%	**	4%	3%	**	**	3%	4%	4%	5%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2851	563	677	109	65	216	432	32	26	1240	648	2130	721
Effective Weighted Sample	2124	476	564	85	57	171	304	23	18	1040	470	1645	490
Total	1365	287	363	48	31	88	194	12	10	650	282	1009	356
Don't know	52	9	16	3	**	2	3	**	**	25	6	45	7
	4%	3%	4%	5%	**	3%	2%	**	**	4%	2%	4%	2%
										b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2851	807	522	136	450	958	355	1101	897	2353	492	139	910	989	946
Effective Weighted Sample	2124	761	502	131	384	603	241	829	721	1790	331	76	634	796	690
Total	1365	310	328	56	160	522	159	525	451	1134	228	73	416	494	453
A. Hearing? Poor hearing, partial hearing, or are deaf	82	16	20	2	9	35	3	18	25	47	35	19	10	22	49
	6%	5%	6%	4%	6%	7%	2%	4%	5%	4%	15%	26%	2%	4%	11%
									ab		abcd	abcde		a	ab
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	99	17	14	4	8	56	22	32	20	75	24	5	38	28	33
	7%	6%	4%	8%	5%	11%	14%	6%	4%	7%	11%	7%	9%	6%	7%
						abd	bcdf			c	bcd		b		
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	104	23	20	5	14	44	5	30	35	70	34	16	22	32	50
	8%	7%	6%	10%	9%	8%	3%	6%	8%	6%	15%	21%	5%	6%	11%
									a	a	abcd	abcd			ab
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	58	11	5	2	5	36	6	19	16	42	16	8	16	20	22
	4%	3%	1%	3%	3%	7%	4%	4%	4%	4%	7%	10%	4%	4%	5%
		b				abd					bcd	abcd			
E. Breathing? Breathlessness or chest pains	80	19	17	6	11	27	8	25	25	57	23	6	20	26	34
	6%	6%	5%	12%	7%	5%	5%	5%	6%	5%	10%	9%	5%	5%	7%
				abe							abcd	b			a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2851	807	522	136	450	958	355	1101	897	2353	492	139	910	989	946
Effective Weighted Sample	2124	761	502	131	384	603	241	829	721	1790	331	76	634	796	690
Total	1365	310	328	56	160	522	159	525	451	1134	228	73	416	494	453
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	61	9	11	2	8	31	10	29	13	52	9	3	27	22	12
	4%	3%	3%	3%	5%	6%	6%	6%	3%	5%	4%	4%	6%	5%	3%
						ab	c	c		c			c	c	
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	40	5	7	-	3	25	10	20	7	37	3	3	21	15	4
	3%	2%	2%	-%	2%	5%	6%	4%	2%	3%	1%	4%	5%	3%	1%
						abcd	cde	ce		ce		ce	bc	c	
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	175	32	36	6	21	80	32	84	52	168	7	2	76	77	23
	13%	10%	11%	11%	13%	15%	20%	16%	11%	15%	3%	2%	18%	16%	5%
						ab	bcdef	cef	ef	cef			c	c	
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	115	26	27	5	14	44	10	30	45	84	31	13	22	39	55
	8%	8%	8%	10%	9%	8%	6%	6%	10%	7%	14%	17%	5%	8%	12%
									abd		abcd	abcd		a	ab
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	801	206	219	35	90	257	69	308	295	672	127	35	215	300	284
	59%	66%	67%	62%	56%	49%	43%	59%	65%	59%	56%	47%	52%	61%	63%
		de	de	e	e			af	abdef	af	a			a	a
Prefer not to say	53	10	6	2	10	25	6	24	15	45	8	3	20	17	15
	4%	3%	2%	4%	6%	5%	4%	5%	3%	4%	4%	4%	5%	4%	3%
					ab	b									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2851	807	522	136	450	958	355	1101	897	2353	492	139	910	989	946
Effective Weighted Sample	2124	761	502	131	384	603	241	829	721	1790	331	76	634	796	690
Total	1365	310	328	56	160	522	159	525	451	1134	228	73	416	494	453
Don't know	52	6	9	2	7	28	16	20	14	50	2	*	27	16	8
	4%	2%	3%	3%	4%	5%	10%	4%	3%	4%	1%	1%	7%	3%	2%
					a	ab	bcdef	ef	e	ef			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2851	1425	1410	782	801	581	657	2381	249	147	74	504	1137	768	973	1661
Effective Weighted Sample	2124	1046	1070	634	590	424	461	1769	182	113	60	366	842	613	692	1286
Total	1365	703	655	380	375	285	309	1136	120	72	37	255	539	363	459	801
A. Hearing? Poor hearing, partial hearing, or are deaf	82	46	35	13	16	17	35	67	4	7	**	19	38	10	82	-
	6%	7%	5%	3%	4%	6%	11%	6%	3%	10%	**	8%	7%	3%	18%	-%
						a	abc			b		c	c		b	
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	99	53	45	18	19	24	38	80	13	4	**	29	47	7	99	-
	7%	8%	7%	5%	5%	8%	12%	7%	11%	6%	**	12%	9%	2%	22%	-%
						ab	abc		a			c	c		b	
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	104	46	57	21	19	19	44	85	10	5	**	24	51	11	104	-
	8%	7%	9%	6%	5%	7%	14%	7%	9%	8%	**	10%	9%	3%	23%	-%
			a				abc					c	c		b	
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	58	28	29	12	12	10	22	47	5	4	**	18	26	4	58	-
	4%	4%	4%	3%	3%	4%	7%	4%	4%	5%	**	7%	5%	1%	13%	-%
							abc					c	c		b	
E. Breathing? Breathlessness or chest pains	80	37	42	14	14	13	37	68	6	4	**	24	32	10	80	-
	6%	5%	6%	4%	4%	5%	12%	6%	5%	6%	**	9%	6%	3%	17%	-%
							abc					bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2851	1425	1410	782	801	581	657	2381	249	147	74	504	1137	768	973	1661
Effective Weighted Sample	2124	1046	1070	634	590	424	461	1769	182	113	60	366	842	613	692	1286
Total	1365	703	655	380	375	285	309	1136	120	72	37	255	539	363	459	801
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	61	29	30	11	11	10	28	51	6	2	**	17	28	5	61	-
	4%	4%	5%	3%	3%	3%	9%	4%	5%	3%	**	7%	5%	1%	13%	-%
							abc					c	c		b	
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	40	20	18	10	5	10	14	30	5	3	**	13	18	3	40	-
	3%	3%	3%	3%	1%	4%	5%	3%	4%	4%	**	5%	3%	1%	9%	-%
						b	ab					c	c		b	
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	175	67	106	25	42	37	67	134	23	10	**	52	74	23	175	-
	13%	9%	16%	7%	11%	13%	22%	12%	19%	14%	**	20%	14%	6%	38%	-%
			a		a	a	abc		a			bc	c		b	
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	115	51	63	21	20	30	42	97	10	4	**	34	52	14	115	-
	8%	7%	10%	5%	5%	10%	14%	9%	8%	6%	**	14%	10%	4%	25%	-%
			a			ab	ab					bc	c		b	
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	801	421	379	267	249	155	124	673	66	41	**	107	304	286	-	801
	59%	60%	58%	70%	66%	54%	40%	59%	55%	57%	**	42%	56%	79%	-%	100%
				cd	cd	d							a	ab		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2851	1425	1410	782	801	581	657	2381	249	147	74	504	1137	768	973	1661
Effective Weighted Sample	2124	1046	1070	634	590	424	461	1769	182	113	60	366	842	613	692	1286
Total	1365	703	655	380	375	285	309	1136	120	72	37	255	539	363	459	801
Prefer not to say	53	26	27	10	14	12	14	44	6	3	**	7	17	6	-	-
	4%	4%	4%	3%	4%	4%	5%	4%	5%	4%	**	3%	3%	2%	-%	-%
							a						c			
Don't know	52	31	20	16	12	13	11	45	2	5	**	9	20	9	-	-
	4%	4%	3%	4%	3%	5%	3%	4%	1%	7%	**	4%	4%	2%	-%	-%
								b		b						

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		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	2910	176	1721	406	1491	1167	730	232	160	2203	474	2418	259	1667	1010	422
Effective Weighted Sample	2160	99	1536	236	1337	902	546	150	118	1675	423	1839	233	1289	762	317
Total	1392	136	790	237	689	559	367	102	76	1083	176	1159	100	777	481	204
WHITE																
British	762	64	471	121	413	320	214	65	46	601	100	644	57	428	273	106
	55%	47%	60%	51%	60%	57%	58%	64%	61%	56%	57%	56%	57%	55%	57%	52%
			a		a											
English	266	41	154	61	133	114	81	12	11	191	35	205	20	143	83	29
	19%	30%	19%	26%	19%	20%	22%	12%	14%	18%	20%	18%	20%	18%	17%	14%
		b		b		c	cd									
Scottish	79	11	51	17	46	38	25	7	6	64	9	69	4	43	30	9
	6%	8%	6%	7%	7%	7%	7%	7%	8%	6%	5%	6%	4%	6%	6%	5%
Welsh	43	2	30	5	27	21	12	2	2	33	7	36	4	24	16	5
	3%	2%	4%	2%	4%	4%	3%	2%	2%	3%	4%	3%	4%	3%	3%	2%
Irish	20	1	11	3	10	5	7	1	1	16	2	16	2	8	10	1
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
							a								a	
Any other white background	61	1	21	5	17	15	7	5	3	52	6	56	2	41	17	15
	4%	1%	3%	2%	2%	3%	2%	5%	4%	5%	4%	5%	2%	5%	4%	8%
								b				b		b		b
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	14	2	4	2	3	5	1	1	-	12	1	13	1	10	4	3
	1%	1%	*%	1%	*%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	2%
White and Black African	6	-	2	1	1	1	1	-	-	6	-	6	-	3	3	2
	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%	-%	1%	-%	*%	1%	1%
White and Asian	11	1	5	2	4	3	2	2	1	8	3	9	1	7	4	3
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%
											a					
Any other mixed/ multiple ethnic background	13	3	4	4	3	6	1	3	3	7	2	9	1	6	4	2
	1%	2%	1%	2%	*%	1%	*%	3%	4%	1%	1%	1%	1%	1%	1%	1%
		b		b		b		ab	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.

C2. 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	2910	176	1721	406	1491	1167	730	232	160	2203	474	2418	259	1667	1010	422
Effective Weighted Sample	2160	99	1536	236	1337	902	546	150	118	1675	423	1839	233	1289	762	317
Total	1392	136	790	237	689	559	367	102	76	1083	176	1159	100	777	481	204
ASIAN AND BRITISH ASIAN																
Indian	22	1	9	2	8	4	6	1	1	15	3	15	2	8	9	3
	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%
Pakistani	19	2	6	4	5	6	2	2	1	16	1	16	*	13	4	8
	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*%	1%	*%	2%	1%	4%
								b						b		ab
Bangladeshi	9	-	1	1	*	1	-	*	-	6	2	7	1	5	2	2
	1%	-%	*%	*%	*%	*%	-%	*%	-%	1%	1%	1%	1%	1%	1%	1%
Any other Asian background	18	*	5	1	5	4	2	1	1	16	1	16	1	10	7	3
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH																
Caribbean	13	3	6	4	5	7	2	1	1	11	1	12	1	8	5	2
	1%	2%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
African	20	1	6	1	6	5	2	*	-	15	3	16	2	12	6	5
	1%	1%	1%	*%	1%	1%	1%	*%	-%	1%	2%	1%	2%	1%	1%	2%
Any other black/ African/ Caribbean background	2	-	1	-	1	-	1	-	-	2	-	2	-	-	2	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%
															a	
OTHER ETHNIC GROUP	10	2	2	4	*	3	1	-	-	9	*	9	-	7	2	3
	1%	1%	*%	1%	*%	1%	*%	-%	-%	1%	*%	1%	-%	1%	*%	1%
		b		b												b
Refused	5	*	3	1	2	3	1	-	-	3	-	3	-	2	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2910	445	1907	716	1636	1407	945	335	230	415	850	531	734
Effective Weighted Sample	2160	367	1691	602	1458	1227	827	277	201	301	764	397	665
Total	1392	161	847	269	739	600	408	129	96	210	453	267	395
WHITE													
British	762	87	505	149	443	351	241	75	57	121	271	154	238
	55%	54%	60%	55%	60%	58%	59%	59%	60%	58%	60%	58%	60%
			a		a								
English	266	23	161	42	142	103	81	17	13	39	88	49	77
	19%	14%	19%	16%	19%	17%	20%	14%	13%	18%	20%	18%	20%
			a		a		cd						
Scottish	79	6	54	13	47	37	23	9	7	13	27	17	24
	6%	4%	6%	5%	6%	6%	6%	7%	8%	6%	6%	6%	6%
Welsh	43	4	32	8	28	22	15	3	3	9	19	11	16
	3%	3%	4%	3%	4%	4%	4%	2%	3%	4%	4%	4%	4%
Irish	20	4	11	5	10	8	7	2	2	1	6	2	5
	1%	2%	1%	2%	1%	1%	2%	2%	2%	*%	1%	1%	1%
Any other white background	61	12	23	16	19	24	11	7	5	5	10	7	8
	4%	7%	3%	6%	3%	4%	3%	6%	5%	2%	2%	3%	2%
		b		b				b	b				
MIXED/ MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	14	2	4	2	3	5	*	*	-	1	1	1	1
	1%	1%	*%	1%	*%	1%	*%	*%	-%	*%	*%	1%	*%
						b							
White and Black African	6	1	2	1	2	1	1	*	-	1	1	1	1
	*%	1%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
White and Asian	11	1	5	3	4	4	2	2	2	-	3	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	*%	1%
Any other mixed/ multiple ethnic background	13	3	5	4	3	5	2	1	1	1	1	2	1
	1%	2%	1%	2%	*%	1%	*%	1%	1%	1%	*%	1%	*%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2910	445	1907	716	1636	1407	945	335	230	415	850	531	734
Effective Weighted Sample	2160	367	1691	602	1458	1227	827	277	201	301	764	397	665
Total	1392	161	847	269	739	600	408	129	96	210	453	267	395
ASIAN AND BRITISH ASIAN													
Indian	22	4	10	5	10	7	7	1	1	2	7	2	7
	2%	3%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%
		b											
Pakistani	19	4	7	4	6	7	3	2	1	3	3	3	3
	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%
		b											
Bangladeshi	9	*	2	1	1	2	*	*	-	2	1	3	*
	1%	*%	*%	1%	*%	*%	*%	*%	-%	1%	*%	1%	*%
										b		b	
Any other Asian background	18	6	6	6	6	6	5	3	2	2	3	2	3
	1%	3%	1%	2%	1%	1%	1%	3%	2%	1%	1%	1%	1%
		b		b				a					
BLACK AND BLACK BRITISH													
Caribbean	13	*	7	1	5	6	1	1	1	2	3	2	3
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
African	20	2	8	3	7	7	3	2	-	5	4	5	4
	1%	1%	1%	1%	1%	1%	1%	1%	-%	3%	1%	2%	1%
										b			
Any other black/ African/ Caribbean background	2	-	1	-	1	-	1	-	-	1	-	1	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%
OTHER ETHNIC GROUP	10	1	2	3	1	2	1	1	1	1	2	2	*
	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%
		b		b								b	
Refused	5	1	3	1	3	2	2	*	*	1	2	1	2
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2910	566	699	109	62	221	449	35	29	1265	670	2164	746
Effective Weighted Sample	2160	477	582	84	54	176	313	26	21	1059	483	1670	505
Total	1392	289	373	47	29	90	201	14	12	662	292	1021	371
WHITE													
British	762	167	224	27	**	59	110	**	**	392	168	585	177
	55%	58%	60%	58%	**	65%	54%	**	**	59%	58%	57%	48%
						b						b	
English	266	52	75	7	**	12	57	**	**	127	68	157	108
	19%	18%	20%	15%	**	13%	28%	**	**	19%	23%	15%	29%
							a				a		a
Scottish	79	20	21	4	**	3	11	**	**	40	14	57	22
	6%	7%	6%	8%	**	4%	6%	**	**	6%	5%	6%	6%
Welsh	43	12	15	1	**	3	3	**	**	28	5	33	9
	3%	4%	4%	2%	**	3%	1%	**	**	4%	2%	3%	2%
										b			
Irish	20	2	4	-	**	2	2	**	**	7	5	15	5
	1%	1%	1%	-%	**	2%	1%	**	**	1%	2%	1%	1%
Any other white background	61	6	8	1	**	5	8	**	**	15	13	47	15
	4%	2%	2%	2%	**	5%	4%	**	**	2%	4%	5%	4%
											a		
MIXED/ MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	14	2	*	1	**	1	2	**	**	2	2	10	4
	1%	1%	*%	1%	**	1%	1%	**	**	*%	1%	1%	1%
				b									
White and Black African	6	1	1	*	**	-	-	**	**	2	-	5	2
	*%	1%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
White and Asian	11	3	1	2	**	1	2	**	**	3	3	7	4
	1%	1%	*%	4%	**	1%	1%	**	**	*%	1%	1%	1%
				ab									
Any other mixed/ multiple ethnic background	13	1	1	*	**	1	1	**	**	3	1	10	3
	1%	*%	*%	*%	**	1%	*%	**	**	*%	*%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2910	566	699	109	62	221	449	35	29	1265	670	2164	746
Effective Weighted Sample	2160	477	582	84	54	176	313	26	21	1059	483	1670	505
Total	1392	289	373	47	29	90	201	14	12	662	292	1021	371
ASIAN AND BRITISH ASIAN													
Indian	22	5	4	*	**	1	-	**	**	9	1	19	3
	2%	2%	1%	1%	**	1%	-%	**	**	1%	*%	2%	1%
										b		b	
Pakistani	19	4	2	1	**	1	1	**	**	6	2	15	4
	1%	1%	1%	3%	**	1%	1%	**	**	1%	1%	2%	1%
				b									
Bangladeshi	9	*	3	*	**	-	-	**	**	3	-	8	2
	1%	*%	1%	*%	**	-%	-%	**	**	*%	-%	1%	*%
Any other Asian background	18	2	3	*	**	1	2	**	**	5	3	14	4
	1%	1%	1%	*%	**	1%	1%	**	**	1%	1%	1%	1%
BLACK AND BLACK BRITISH													
Caribbean	13	3	2	*	**	2	*	**	**	5	2	9	4
	1%	1%	1%	*%	**	2%	*%	**	**	1%	1%	1%	1%
						b							
African	20	6	4	1	**	*	1	**	**	10	1	19	1
	1%	2%	1%	3%	**	*%	1%	**	**	1%	*%	2%	*%
												b	
Any other black/ African/ Caribbean background	2	1	-	-	**	-	1	**	**	1	1	1	1
	*%	*%	-%	-%	**	-%	1%	**	**	*%	*%	*%	*%
OTHER ETHNIC GROUP	10	1	2	1	**	-	-	**	**	3	-	8	2
	1%	*%	*%	1%	**	-%	-%	**	**	*%	-%	1%	1%
Refused	5	2	1	-	**	*	-	**	**	3	*	2	3
	*%	1%	*%	-%	**	*%	-%	**	**	*%	*%	*%	1%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2910	839	531	135	457	969	362	1117	915	2394	510	144	920	1016	968
Effective Weighted Sample	2160	791	510	130	389	609	245	840	731	1815	342	79	640	817	700
Total	1392	321	333	56	161	532	164	528	459	1151	238	77	421	503	466
WHITE															
British	762	197	198	31	93	249	74	295	275	643	118	34	215	292	254
	55%	61%	60%	56%	58%	47%	45%	56%	60%	56%	49%	44%	51%	58%	54%
		e	e	e	e			aef	adef	aef				a	
English	266	55	68	13	28	102	21	68	89	178	87	31	51	74	140
	19%	17%	21%	23%	18%	19%	13%	13%	19%	15%	37%	40%	12%	15%	30%
									abd	b	abcd	abcd			ab
Scottish	79	23	21	4	7	25	6	30	30	65	13	7	17	36	25
	6%	7%	6%	6%	5%	5%	4%	6%	7%	6%	6%	10%	4%	7%	5%
		e							a			a		a	
Welsh	43	9	14	2	6	11	4	12	15	31	12	4	10	12	21
	3%	3%	4%	4%	4%	2%	2%	2%	3%	3%	5%	5%	2%	2%	4%
			e		e						abd	b			ab
Irish	20	4	4	1	1	8	2	10	4	16	3	*	8	5	6
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	*%	2%	1%	1%
Any other white background	61	9	8	-	7	37	9	36	14	59	2	-	31	22	8
	4%	3%	2%	-%	5%	7%	5%	7%	3%	5%	1%	-%	7%	4%	2%
					c	abc	ef	cdef	ef	cef			bc	c	
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	14	2	1	-	1	10	3	8	2	13	1	-	6	6	1
	1%	1%	*%	-%	1%	2%	2%	2%	*%	1%	*%	-%	1%	1%	*%
						ab	ce	ce					c	c	
White and Black African	6	1	1	-	1	4	2	2	2	6	-	-	4	1	1
	*%	*%	*%	-%	1%	1%	1%	*%	1%	1%	-%	-%	1%	*%	*%
							be						bc		
White and Asian	11	2	1	1	2	5	1	5	3	10	1	-	3	6	2
	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	*%	-%	1%	1%	*%
				b											
Any other mixed/ multiple ethnic background	13	2	-	1	1	8	7	3	3	13	*	-	8	3	1
	1%	1%	-%	2%	1%	2%	4%	1%	1%	1%	*%	-%	2%	1%	*%
		b		b		b	bcdef			e			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2910	839	531	135	457	969	362	1117	915	2394	510	144	920	1016	968
Effective Weighted Sample	2160	791	510	130	389	609	245	840	731	1815	342	79	640	817	700
Total	1392	321	333	56	161	532	164	528	459	1151	238	77	421	503	466
ASIAN AND BRITISH ASIAN															
Indian	22	3	4	1	2	12	7	12	3	22	*	-	14	7	1
	2%	1%	1%	2%	2%	2%	4%	2%	1%	2%	*%	-%	3%	1%	*%
						a	cdef	ce		ce			bc	c	
Pakistani	19	3	2	-	1	12	6	10	3	18	*	-	10	7	2
	1%	1%	1%	-%	1%	2%	4%	2%	1%	2%	*%	-%	2%	1%	*%
						abd	cdef	ce		ce			c	c	
Bangladeshi	9	*	-	*	1	7	4	4	1	9	-	-	7	2	-
	1%	*%	-%	1%	1%	1%	3%	1%	*%	1%	-%	-%	2%	*%	-%
				ab	ab	ab	bcdef			ce			bc		
Any other Asian background	18	2	2	-	1	12	4	11	3	17	*	-	11	5	1
	1%	1%	1%	-%	1%	2%	2%	2%	1%	2%	*%	-%	3%	1%	*%
						ab	ce	ce		ce			bc	c	
BLACK AND BLACK BRITISH															
Caribbean	13	3	2	*	1	7	4	4	6	13	*	*	5	7	1
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	*%	1%	1%	*%
							be		e	e			c	c	
African	20	2	3	-	5	10	8	9	2	20	-	-	14	6	-
	1%	1%	1%	-%	3%	2%	5%	2%	*%	2%	-%	-%	3%	1%	-%
					abc	a	bcdef	ce		ce			bc	c	
Any other black/ African/ Caribbean background	2	1	-	-	-	1	-	1	1	2	-	-	1	1	-
	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%
OTHER ETHNIC GROUP	10	*	1	-	1	8	1	7	2	10	-	-	4	6	*
	1%	*%	*%	-%	*%	2%	1%	1%	*%	1%	-%	-%	1%	1%	*%
						ab	e	ce		e			c	c	
Refused	5	1	2	-	*	2	1	2	2	5	-	-	2	2	1
	*%	*%	*%	-%	*%	*%	1%	*%	1%	*%	-%	-%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2910	1457	1438	797	811	593	674	2429	255	149	77	504	1159	778	945	1631
Effective Weighted Sample	2160	1065	1088	645	595	435	465	1795	187	116	62	363	855	621	671	1260
Total	1392	717	669	386	378	290	317	1158	123	73	39	255	549	367	445	786
WHITE																
British	762	378	380	213	215	162	163	679	31	29	**	126	312	222	236	441
	55%	53%	57%	55%	57%	56%	51%	59%	25%	39%	**	49%	57%	60%	53%	56%
			a		d			bc		b			a	a		
English	266	155	110	73	57	59	72	254	4	6	**	45	106	66	91	147
	19%	22%	16%	19%	15%	20%	23%	22%	3%	8%	**	18%	19%	18%	21%	19%
		b		b		b	b	bc		b						
Scottish	79	42	37	24	19	17	18	6	72	*	**	16	31	22	33	39
	6%	6%	6%	6%	5%	6%	6%	1%	59%	1%	**	6%	6%	6%	7%	5%
									ac						b	
Welsh	43	22	21	9	14	7	10	7	1	35	**	7	17	10	11	27
	3%	3%	3%	2%	4%	2%	3%	1%	*%	48%	**	3%	3%	3%	2%	3%
										ab						
Irish	20	6	13	7	8	2	3	9	-	1	**	4	7	7	6	12
	1%	1%	2%	2%	2%	1%	1%	1%	-%	2%	**	1%	1%	2%	1%	2%
			a							b						
Any other white background	61	26	35	15	13	16	14	55	4	*	**	12	25	14	12	39
	4%	4%	5%	4%	3%	6%	5%	5%	4%	*%	**	5%	5%	4%	3%	5%
			a			b		c	c							a
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	14	6	8	3	2	2	6	13	*	-	**	5	5	3	7	5
	1%	1%	1%	1%	1%	1%	2%	1%	*%	-%	**	2%	1%	1%	2%	1%
							bc								b	
White and Black African	6	5	2	2	1	2	2	5	1	-	**	2	3	1	4	2
	*%	1%	*%	*%	*%	1%	1%	*%	1%	-%	**	1%	*%	*%	1%	*%
															b	
White and Asian	11	5	5	4	4	1	2	9	1	1	**	3	4	2	4	6
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2910	1457	1438	797	811	593	674	2429	255	149	77	504	1159	778	945	1631
Effective Weighted Sample	2160	1065	1088	645	595	435	465	1795	187	116	62	363	855	621	671	1260
Total	1392	717	669	386	378	290	317	1158	123	73	39	255	549	367	445	786
Any other mixed/ multiple ethnic background	13	5	8	3	6	2	1	12	1	-	**	2	2	5	3	7
	1%	1%	1%	1%	2%	1%	*%	1%	1%	-%	**	1%	*%	1%	1%	1%
					d									b		
ASIAN AND BRITISH ASIAN																
Indian	22	14	9	8	6	6	2	20	2	-	**	10	3	3	5	14
	2%	2%	1%	2%	2%	2%	1%	2%	1%	-%	**	4%	*%	1%	1%	2%
				d		d						bc				
Pakistani	19	9	10	3	5	3	8	17	2	-	**	6	6	2	8	7
	1%	1%	2%	1%	1%	1%	2%	1%	1%	-%	**	2%	1%	*%	2%	1%
							a					bc			b	
Bangladeshi	9	6	4	2	3	2	2	9	-	*	**	2	4	*	2	5
	1%	1%	1%	*%	1%	1%	1%	1%	-%	*%	**	1%	1%	*%	*%	1%
												c	c			
Any other Asian background	18	10	8	6	9	1	2	16	2	*	**	2	9	3	3	14
	1%	1%	1%	2%	2%	*%	1%	1%	1%	*%	**	1%	2%	1%	1%	2%
				c	cd											a
BLACK AND BLACK BRITISH																
Caribbean	13	10	3	3	5	1	5	12	-	-	**	3	4	2	8	5
	1%	1%	*%	1%	1%	*%	1%	1%	-%	-%	**	1%	1%	*%	2%	1%
		b					c								b	
African	20	10	9	7	6	3	4	19	*	-	**	4	6	5	6	10
	1%	1%	1%	2%	2%	1%	1%	2%	*%	-%	**	2%	1%	1%	1%	1%
Any other black/ African/ Caribbean background	2	1	1	-	1	-	1	2	-	-	**	2	-	-	2	-
	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	**	1%	-%	-%	*%	-%
												bc			b	
OTHER ETHNIC GROUP	10	6	4	4	3	2	*	9	*	-	**	2	4	1	4	3
	1%	1%	1%	1%	1%	1%	*%	1%	*%	-%	**	1%	1%	*%	1%	*%
				d												

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2910	1457	1438	797	811	593	674	2429	255	149	77	504	1159	778	945	1631
Effective Weighted Sample	2160	1065	1088	645	595	435	465	1795	187	116	62	363	855	621	671	1260
Total	1392	717	669	386	378	290	317	1158	123	73	39	255	549	367	445	786
Refused	5	3	2	-	2	2	1	3	2	-	**	2	*	-	1	1
	*%	*%	*%	-%	*%	1%	*%	*%	1%	-%	**	1%	*%	-%	*%	*%
					a	a			a			bc				

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
1	301	55	161	75	141	117	99	13	10	233	40	249	23	152	120	39
	20%	37%	19%	30%	19%	20%	25%	12%	12%	20%	21%	20%	21%	18%	23%	18%
		b		b		cd	acd								ac	
2	508	45	328	91	282	233	140	42	32	384	67	413	38	282	169	60
	34%	30%	39%	36%	39%	39%	36%	38%	38%	33%	36%	33%	35%	34%	33%	27%
			a											c	c	
3	268	23	148	40	132	102	69	20	15	202	39	215	26	156	85	48
	18%	16%	18%	16%	18%	17%	18%	18%	18%	17%	21%	17%	24%	19%	17%	22%
													a			b
4	230	14	125	28	111	91	48	22	16	192	24	203	12	132	84	41
	15%	9%	15%	11%	15%	15%	12%	20%	19%	17%	13%	16%	11%	16%	16%	19%
			a		a	b		b	b	b		b				
5+	135	5	49	9	45	30	24	8	6	103	13	109	7	74	43	21
	9%	4%	6%	4%	6%	5%	6%	7%	8%	9%	7%	9%	6%	9%	8%	10%
					a											
Refused	58	6	25	10	21	19	12	5	4	46	5	49	2	38	13	10
	4%	4%	3%	4%	3%	3%	3%	5%	4%	4%	3%	4%	2%	5%	3%	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.

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
1	301	26	168	47	147	104	90	19	14	38	80	50	69
	20%	15%	19%	16%	19%	16%	21%	14%	13%	17%	17%	17%	16%
			a				acd						
2	508	58	346	106	299	249	155	50	39	71	174	92	153
	34%	33%	39%	36%	38%	39%	36%	35%	38%	32%	36%	32%	37%
			a										
3	268	39	163	57	145	118	84	28	18	42	96	53	85
	18%	22%	18%	19%	19%	18%	19%	20%	17%	19%	20%	19%	20%
		b											
4	230	26	134	42	118	98	62	25	20	45	79	55	68
	15%	15%	15%	14%	15%	15%	14%	18%	19%	20%	17%	20%	16%
5+	135	17	60	25	52	48	29	12	9	21	37	27	31
	9%	10%	7%	8%	7%	8%	7%	9%	9%	10%	8%	9%	8%
		b											
Refused	58	10	28	15	23	23	15	6	4	6	13	8	12
	4%	6%	3%	5%	3%	4%	3%	4%	4%	3%	3%	3%	3%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
1	301	51	68	8	**	21	71	**	**	118	92	143	158
	20%	16%	17%	15%	**	22%	33%	**	**	17%	29%	13%	40%
							a				a		a
2	508	107	138	13	**	41	81	**	**	245	122	349	159
	34%	35%	35%	26%	**	43%	37%	**	**	35%	39%	32%	40%
			c										a
3	268	61	77	9	**	16	31	**	**	138	46	232	36
	18%	20%	20%	18%	**	16%	14%	**	**	20%	15%	21%	9%
										b		b	
4	230	52	71	9	**	10	18	**	**	124	28	213	17
	15%	17%	18%	18%	**	10%	8%	**	**	18%	9%	19%	4%
										b		b	
5+	135	27	31	9	**	4	9	**	**	58	13	120	14
	9%	9%	8%	18%	**	4%	4%	**	**	8%	4%	11%	4%
				ab						b		b	
Refused	58	11	9	3	**	4	7	**	**	20	11	42	16
	4%	4%	2%	5%	**	4%	3%	**	**	3%	4%	4%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
1	301	71	58	13	33	130	23	75	108	206	96	43	56	85	161
	20%	21%	16%	22%	19%	22%	13%	13%	22%	17%	37%	52%	12%	16%	32%
		b				b			abd	ab	abcd	abcde		a	ab
2	508	134	137	21	59	158	29	159	179	367	139	38	114	152	241
	34%	40%	39%	36%	34%	27%	16%	28%	37%	30%	55%	46%	25%	28%	49%
		e	e	e	e			a	abd	a	abcd	abcd			ab
3	268	55	65	14	34	103	36	124	95	255	13	1	106	110	52
	18%	16%	18%	24%	20%	17%	20%	22%	20%	21%	5%	1%	23%	20%	11%
				ae			ef	ef	ef	ef	f		c	c	
4	230	48	61	6	23	95	39	121	66	226	3	*	90	114	25
	15%	14%	17%	11%	13%	16%	22%	21%	13%	18%	1%	*%	20%	21%	5%
			c				cef	cdef	ef	cef			c	c	
5+	135	20	22	4	16	74	40	67	27	134	1	*	69	58	8
	9%	6%	6%	7%	9%	13%	22%	12%	5%	11%	*%	*%	15%	11%	2%
					a	ab	bcdef	cef	ef	cef			bc	c	
Refused	58	11	10	*	7	30	13	25	13	51	3	*	25	20	9
	4%	3%	3%	1%	4%	5%	7%	4%	3%	4%	1%	*%	6%	4%	2%
					c	bc	bcdef	cef		ef			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
1	301	162	138	58	82	45	113	244	36	14	**	62	117	77	110	153
	20%	21%	19%	14%	20%	14%	33%	20%	27%	18%	**	23%	20%	20%	24%	19%
					ac		abc		ac						b	
2	508	267	238	155	150	95	103	417	49	28	**	35	223	176	153	284
	34%	34%	34%	38%	36%	31%	30%	33%	37%	36%	**	13%	39%	46%	33%	35%
				cd	cd								a	ab		
3	268	142	125	83	68	62	53	223	20	18	**	30	147	52	79	151
	18%	18%	18%	20%	17%	20%	15%	18%	15%	23%	**	11%	26%	13%	17%	19%
				d		d							ac			
4	230	122	107	67	63	62	35	196	17	11	**	65	77	56	59	135
	15%	16%	15%	16%	15%	20%	10%	16%	13%	15%	**	24%	13%	15%	13%	17%
				d	d	bd						bc				a
5+	135	56	77	33	31	36	32	121	7	4	**	75	11	18	49	63
	9%	7%	11%	8%	7%	12%	9%	10%	5%	5%	**	28%	2%	5%	11%	8%
			a			ab		b				bc		b	b	
Refused	58	30	24	15	18	11	8	50	2	3	**	6	-	5	9	16
	4%	4%	3%	4%	4%	4%	2%	4%	2%	4%	**	2%	-%	1%	2%	2%
					d			b				b		b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
None	976	103	566	173	496	391	278	61	45	750	125	802	73	526	349	121
	65%	70%	68%	68%	68%	66%	71%	55%	55%	65%	67%	65%	68%	63%	68%	55%
						cd	acd							c	ac	
1	226	26	122	44	104	90	57	19	14	175	27	185	18	136	66	47
	15%	17%	15%	17%	14%	15%	15%	17%	17%	15%	15%	15%	16%	16%	13%	21%
														b		ab
2	168	10	95	19	86	74	32	21	14	136	22	147	10	97	61	28
	11%	7%	11%	8%	12%	12%	8%	19%	17%	12%	12%	12%	10%	12%	12%	13%
			a		a	b		ab	b							
3	56	3	23	6	20	16	10	5	4	40	6	44	3	31	15	8
	4%	2%	3%	2%	3%	3%	3%	5%	5%	3%	3%	4%	3%	4%	3%	4%
4	16	-	7	2	5	3	4	1	1	13	2	13	1	9	5	4
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
5+	4	-	3	-	3	1	2	-	-	4	*	4	*	2	2	-
	*%	-%	*%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%
Refused	53	6	21	10	18	17	10	4	4	42	5	44	3	32	14	12
	4%	4%	3%	4%	2%	3%	2%	4%	4%	4%	3%	4%	3%	4%	3%	5%
																b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
None	976	109	598	181	526	406	301	74	56	145	300	179	265
	65%	62%	67%	62%	67%	63%	69%	53%	55%	65%	63%	63%	63%
			a		a	cd	acd						
1	226	28	132	46	114	100	61	28	18	38	81	49	70
	15%	16%	15%	16%	15%	16%	14%	20%	18%	17%	17%	17%	17%
								ab					
2	168	19	106	32	93	81	44	21	15	24	63	32	54
	11%	11%	12%	11%	12%	13%	10%	15%	15%	11%	13%	11%	13%
								b	b				
3	56	9	28	14	22	24	12	9	7	10	18	13	15
	4%	5%	3%	5%	3%	4%	3%	6%	7%	4%	4%	5%	3%
		b		b				ab	ab				
4	16	2	7	4	5	7	2	2	2	4	3	5	2
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	*%
									b	b		b	
5+	4	1	3	1	3	2	1	-	-	-	3	-	3
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	1%	-%	1%
Refused	53	9	24	14	19	20	13	6	4	5	11	6	10
	4%	5%	3%	5%	2%	3%	3%	4%	4%	2%	2%	2%	2%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
None	976	194	250	27	**	67	168	**	**	444	235	642	334
	65%	63%	64%	53%	**	71%	77%	**	**	63%	75%	58%	83%
			c								a		a
1	226	48	71	7	**	13	20	**	**	119	32	197	29
	15%	16%	18%	13%	**	13%	9%	**	**	17%	10%	18%	7%
										b		b	
2	168	39	48	9	**	8	16	**	**	87	24	152	16
	11%	13%	12%	18%	**	9%	7%	**	**	12%	8%	14%	4%
										b		b	
3	56	15	13	5	**	2	5	**	**	28	8	53	4
	4%	5%	3%	10%	**	3%	2%	**	**	4%	2%	5%	1%
				ab								b	
4	16	3	4	2	**	1	1	**	**	6	1	13	3
	1%	1%	1%	3%	**	1%	*%	**	**	1%	*%	1%	1%
5+	4	1	2	-	**	-	-	**	**	3	-	4	-
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
Refused	53	9	7	2	**	4	8	**	**	16	12	38	15
	4%	3%	2%	4%	**	4%	4%	**	**	2%	4%	3%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
None	976	238	225	40	109	369	103	267	354	724	250	83	253	257	464
	65%	70%	64%	69%	64%	63%	57%	47%	72%	58%	98%	99%	55%	48%	94%
		bde					b		abd	b	abcd	abcd	b		ab
1	226	44	59	11	23	92	27	120	75	223	2	-	85	120	20
	15%	13%	17%	18%	14%	16%	15%	21%	15%	18%	1%	-%	18%	22%	4%
							ef	acdef	ef	ef			c	ac	
2	168	35	47	4	24	61	21	109	38	168	-	-	61	103	4
	11%	10%	13%	6%	14%	10%	12%	19%	8%	14%	-%	-%	13%	19%	1%
			c		ace		cef	acdef	ef	cef			c	ac	
3	56	8	12	2	8	28	12	36	9	56	*	-	27	28	1
	4%	2%	3%	3%	5%	5%	7%	6%	2%	5%	*%	-%	6%	5%	*%
					a	a	cef	cdef	e	cef			c	c	
4	16	5	1	1	1	9	3	12	1	16	-	-	8	8	-
	1%	1%	*%	1%	1%	2%	2%	2%	*%	1%	-%	-%	2%	2%	-%
						b	ce	ce		ce			c	c	
5+	4	*	2	*	-	1	1	3	*	4	-	-	1	3	-
	*%	*%	1%	1%	-%	*%	*%	1%	*%	*%	-%	-%	*%	1%	-%
								c						c	
Refused	53	9	8	1	6	29	13	23	12	48	2	1	25	19	7
	4%	3%	2%	2%	4%	5%	7%	4%	2%	4%	1%	1%	5%	4%	1%
						ab	bcdef	cef	e	ce			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
None	976	535	435	264	275	189	236	805	92	56	**	138	395	284	291	547
	65%	69%	61%	64%	67%	61%	69%	64%	70%	72%	**	50%	69%	74%	63%	68%
		b			c		c						a	ab		a
1	226	116	110	68	62	50	45	188	21	9	**	38	115	44	84	112
	15%	15%	16%	16%	15%	16%	13%	15%	16%	12%	**	14%	20%	12%	18%	14%
													ac		b	
2	168	76	91	49	41	44	31	145	11	8	**	51	54	40	43	96
	11%	10%	13%	12%	10%	14%	9%	12%	9%	10%	**	18%	9%	10%	9%	12%
			a			bd						bc				a
3	56	21	35	16	13	15	11	48	4	2	**	27	10	9	22	26
	4%	3%	5%	4%	3%	5%	3%	4%	3%	3%	**	10%	2%	2%	5%	3%
			a									bc				
4	16	7	9	2	3	1	10	15	1	1	**	11	-	2	8	4
	1%	1%	1%	1%	1%	*%	3%	1%	*%	1%	**	4%	-%	*%	2%	1%
							abc					bc		b	b	
5+	4	1	3	1	*	2	1	4	-	-	**	4	-	-	2	2
	*%	*%	*%	*%	*%	1%	*%	*%	-%	-%	**	1%	-%	-%	*%	*%
						b						bc				
Refused	53	24	26	12	17	10	9	45	3	2	**	5	-	4	9	15
	4%	3%	4%	3%	4%	3%	3%	4%	2%	3%	**	2%	-%	1%	2%	2%
												b		b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
I have no formal qualifications (and I am not still studying)	100	22	46	26	42	32	36	4	3	68	11	73	6	36	43	10
	7%	15%	6%	10%	6%	5%	9%	3%	4%	6%	6%	6%	6%	4%	8%	5%
		b		b			acd								ac	
Entry level qualification such as ESOL, ELC or Skills for Life	19	3	5	4	4	5	2	2	*	15	1	16	*	14	2	5
	1%	2%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	*%	2%	*%	2%
				b										b		b
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	109	18	47	24	41	36	29	8	5	85	9	89	5	56	37	17
	7%	12%	6%	10%	6%	6%	7%	7%	6%	7%	5%	7%	4%	7%	7%	8%
		b		b						b						
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	230	20	133	35	118	85	68	12	10	181	29	193	17	114	96	29
	15%	14%	16%	14%	16%	14%	17%	11%	12%	16%	16%	16%	16%	14%	19%	13%
							c								ac	
Level 1-2 vocational qualification or intermediate apprenticeship	56	5	31	10	27	20	17	6	3	40	7	45	3	28	19	7
	4%	4%	4%	4%	4%	3%	4%	5%	4%	3%	4%	4%	2%	3%	4%	3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	148	7	79	19	67	50	36	7	6	121	16	128	8	91	46	27
	10%	5%	9%	8%	9%	9%	9%	7%	7%	10%	9%	10%	8%	11%	9%	12%
			a													b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Level 3 vocational qualification or advanced apprenticeship	79	5	47	11	41	33	19	9	8	61	12	67	6	45	28	13
	5%	3%	6%	4%	6%	6%	5%	8%	10%	5%	7%	5%	6%	5%	5%	6%
								b	ab							
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	122	7	83	17	72	58	32	9	7	93	20	103	11	70	43	11
	8%	5%	10%	7%	10%	10%	8%	8%	9%	8%	11%	8%	10%	8%	8%	5%
			a								a			c	c	
Level 4-5 vocational qualification or higher apprenticeship	36	1	21	3	19	15	7	1	1	28	5	29	4	22	11	5
	2%	1%	3%	1%	3%	3%	2%	1%	1%	2%	3%	2%	4%	3%	2%	2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	333	34	193	53	174	138	89	28	20	263	37	279	21	195	106	49
	22%	23%	23%	21%	24%	23%	23%	26%	24%	23%	20%	22%	20%	23%	21%	22%
Level 6 vocational qualification or degree apprenticeship	18	1	14	5	10	13	2	1	1	13	4	16	2	11	6	3
	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
						b										
University higher degree (e.g. Masters, PhD or equivalent)	167	19	99	34	84	79	39	19	13	131	26	139	17	113	44	29
	11%	13%	12%	13%	12%	13%	10%	17%	16%	11%	14%	11%	16%	14%	9%	13%
						b		b	b				a	b		b
Still studying/ still at school	13	-	2	-	2	2	-	1	1	11	*	11	*	9	2	4
	1%	-%	*%	-%	*%	*%	-%	1%	1%	1%	*%	1%	*%	1%	*%	2%
								b	b					b		b
Prefer not to say	50	4	27	10	22	19	13	3	3	34	7	37	4	23	18	7
	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%	4%	3%	4%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Don't know	22	1	9	2	8	5	4	*	*	16	3	17	2	8	11	4
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	2%	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.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
I have no formal qualifications (and I am not still studying)	100	8	48	12	44	28	29	5	4	8	30	11	27
	7%	5%	5%	4%	6%	4%	7%	3%	4%	4%	6%	4%	7%
							ac				a		a
Entry level qualification such as ESOL, ELC or Skills for Life	19	2	5	3	4	4	3	1	1	4	2	5	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	2%	*%
										b		b	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	109	11	50	18	43	37	25	8	6	23	29	27	24
	7%	6%	6%	6%	6%	6%	6%	6%	6%	10%	6%	10%	6%
										b		b	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	230	21	143	36	128	89	75	16	14	35	85	43	77
	15%	12%	16%	12%	16%	14%	17%	12%	14%	16%	18%	15%	18%
			a		a		ac						
Level 1-2 vocational qualification or intermediate apprenticeship	56	7	33	11	29	22	18	5	3	5	16	6	16
	4%	4%	4%	4%	4%	3%	4%	3%	3%	2%	3%	2%	4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	148	19	85	33	72	62	43	16	9	29	39	32	36
	10%	11%	10%	11%	9%	10%	10%	12%	9%	13%	8%	11%	9%
										b			

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Level 3 vocational qualification or advanced apprenticeship	79	10	50	17	42	34	26	6	6	12	29	16	25
	5%	6%	6%	6%	5%	5%	6%	4%	5%	5%	6%	6%	6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	122	9	88	22	75	60	37	10	8	19	49	26	41
	8%	5%	10%	7%	10%	9%	9%	7%	8%	8%	10%	9%	10%
			a										
Level 4-5 vocational qualification or higher apprenticeship	36	2	22	5	19	14	9	2	1	6	12	8	10
	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%	2%	3%	2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	333	46	210	70	186	153	103	35	24	50	111	64	97
	22%	26%	23%	24%	24%	24%	24%	25%	23%	22%	23%	23%	23%
Level 6 vocational qualification or degree apprenticeship	18	2	13	4	11	11	4	2	1	1	8	2	7
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%
University higher degree (e.g. Masters, PhD or equivalent)	167	29	109	46	93	97	41	28	21	25	49	33	40
	11%	17%	12%	16%	12%	15%	10%	20%	20%	11%	10%	12%	10%
		b		b		b		ab	ab				
Still studying/ still at school	13	2	3	2	3	4	1	1	1	1	2	1	2
	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%
								b					
Prefer not to say	50	5	29	9	25	20	14	3	3	6	14	8	13
	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
Don't know	22	3	9	3	9	7	5	2	2	1	4	1	4
	1%	2%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
I have no formal qualifications (and I am not still studying)	100	13	25	2	**	5	24	**	**	38	29	39	60
	7%	4%	6%	4%	**	5%	11%	**	**	5%	9%	4%	15%
							a				a		a
Entry level qualification such as ESOL, ELC or Skills for Life	19	3	3	1	**	-	1	**	**	6	1	15	4
	1%	1%	1%	2%	**	-%	1%	**	**	1%	*%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	109	23	29	4	**	4	14	**	**	52	18	82	27
	7%	7%	7%	7%	**	5%	6%	**	**	7%	6%	7%	7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	230	50	70	10	**	14	29	**	**	120	43	169	61
	15%	16%	18%	19%	**	15%	13%	**	**	17%	14%	15%	15%
Level 1-2 vocational qualification or intermediate apprenticeship	56	10	11	1	**	5	10	**	**	21	14	42	14
	4%	3%	3%	3%	**	5%	4%	**	**	3%	5%	4%	3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	148	30	38	5	**	13	14	**	**	68	27	117	31
	10%	10%	10%	10%	**	13%	7%	**	**	10%	9%	11%	8%
						b						b	
Level 3 vocational qualification or advanced apprenticeship	79	17	24	3	**	4	10	**	**	41	14	63	17
	5%	6%	6%	6%	**	4%	5%	**	**	6%	5%	6%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	122	30	37	4	**	10	14	**	**	68	24	84	38
	8%	10%	9%	8%	**	10%	7%	**	**	10%	8%	8%	9%
Level 4-5 vocational qualification or higher apprenticeship	36	10	8	1	**	2	5	**	**	18	7	24	12
	2%	3%	2%	1%	**	2%	2%	**	**	3%	2%	2%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	333	63	97	12	**	18	53	**	**	161	71	262	71
	22%	21%	25%	24%	**	19%	24%	**	**	23%	23%	24%	18%
												b	
Level 6 vocational qualification or degree apprenticeship	18	3	6	1	**	3	2	**	**	9	5	11	7
	1%	1%	2%	3%	**	3%	1%	**	**	1%	2%	1%	2%
University higher degree (e.g. Masters, PhD or equivalent)	167	40	34	5	**	13	26	**	**	74	39	137	30
	11%	13%	9%	9%	**	14%	12%	**	**	10%	12%	12%	8%
		b										b	
Still studying/ still at school	13	2	-	-	**	-	2	**	**	2	2	11	1
	1%	1%	-%	-%	**	-%	1%	**	**	*%	1%	1%	*%
		b										b	
Prefer not to say	50	11	9	2	**	3	10	**	**	20	13	30	19
	3%	4%	2%	4%	**	3%	5%	**	**	3%	4%	3%	5%
													a
Don't know	22	2	3	-	**	1	3	**	**	5	4	13	9
	1%	1%	1%	-%	**	1%	1%	**	**	1%	1%	1%	2%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
I have no formal qualifications (and I am not still studying)	100	14	22	5	8	51	5	13	26	44	56	30	12	16	71
	7%	4%	6%	9%	4%	9%	3%	2%	5%	4%	22%	36%	3%	3%	14%
				a		ad			abd	b	abcd	abcde			ab
Entry level qualification such as ESOL, ELC or Skills for Life	19	3	1	1	1	14	6	9	3	18	1	1	10	7	2
	1%	1%	*%	1%	*%	2%	3%	2%	1%	1%	1%	1%	2%	1%	*%
						abd	bcde						c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	109	20	20	3	9	58	9	43	42	93	16	2	30	45	34
	7%	6%	6%	6%	5%	10%	5%	8%	9%	8%	6%	3%	7%	8%	7%
						abd		f	af	af					
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	230	48	64	9	28	84	37	70	91	198	33	14	70	76	84
	15%	14%	18%	16%	16%	14%	20%	12%	19%	16%	13%	17%	15%	14%	17%
			ae				bde		be	b					
Level 1-2 vocational qualification or intermediate apprenticeship	56	12	13	2	6	23	6	27	15	48	8	2	19	22	14
	4%	4%	4%	3%	3%	4%	3%	5%	3%	4%	3%	3%	4%	4%	3%
								c							
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	148	38	28	4	17	61	35	53	43	130	18	3	59	52	37
	10%	11%	8%	7%	10%	10%	19%	9%	9%	10%	7%	4%	13%	10%	7%
		b					bcdef	f	f	ef			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Level 3 vocational qualification or advanced apprenticeship	79	16	22	4	9	28	10	32	29	71	9	2	26	30	23
	5%	5%	6%	7%	5%	5%	6%	6%	6%	6%	3%	2%	6%	6%	5%
								e	e	e					
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	122	31	36	7	16	33	9	41	48	98	23	5	28	45	48
	8%	9%	10%	11%	10%	6%	5%	7%	10%	8%	9%	6%	6%	8%	10%
		e	e	e	e				ab		a			a	a
Level 4-5 vocational qualification or higher apprenticeship	36	9	8	4	1	15	4	10	17	30	6	2	7	16	14
	2%	3%	2%	6%	1%	2%	2%	2%	3%	2%	2%	3%	2%	3%	3%
		d	d	abde		d			b					a	
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	333	83	84	11	37	120	34	169	91	294	37	8	121	129	81
	22%	24%	24%	19%	22%	20%	19%	30%	19%	24%	14%	9%	26%	24%	16%
		e					f	acdef	ef	acef			c	c	
Level 6 vocational qualification or degree apprenticeship	18	4	7	*	4	4	1	2	10	13	6	2	2	4	12
	1%	1%	2%	1%	2%	1%	*%	*%	2%	1%	2%	2%	*%	1%	2%
			e		e				abd		abd	ab			ab
University higher degree (e.g. Masters, PhD or equivalent)	167	45	34	6	26	56	9	83	51	143	23	6	47	74	46
	11%	13%	10%	10%	15%	10%	5%	15%	10%	12%	9%	7%	10%	14%	9%
		be			be			acdef	a	a	a			ac	
Still studying/ still at school	13	1	1	-	*	10	9	3	-	13	-	-	11	1	-
	1%	*%	*%	-%	*%	2%	5%	1%	-%	1%	-%	-%	2%	*%	-%
						abd	bcdef	c		ce			bc		
Prefer not to say	50	11	10	2	7	20	4	9	19	32	16	5	10	12	26
	3%	3%	3%	3%	4%	3%	2%	2%	4%	3%	6%	6%	2%	2%	5%
									b		abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Don't know	22	3	3	*	3	12	2	7	7	16	4	1	5	9	5
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
I have no formal qualifications (and I am not still studying)	100	46	54	7	11	21	59	84	8	4	**	31	38	3	49	30
	7%	6%	8%	2%	3%	7%	17%	7%	6%	5%	**	11%	7%	1%	11%	4%
						ab	abc					bc	c		b	
Entry level qualification such as ESOL, ELC or Skills for Life	19	14	5	4	5	6	5	17	2	1	**	8	7	1	8	4
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	**	3%	1%	*%	2%	1%
		b										bc	c		b	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	109	63	45	10	20	31	45	95	9	3	**	31	51	14	45	44
	7%	8%	6%	2%	5%	10%	13%	8%	7%	4%	**	12%	9%	4%	10%	5%
					a	ab	ab					c	c		b	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	230	109	120	38	47	65	77	195	16	11	**	54	96	39	83	116
	15%	14%	17%	9%	11%	21%	23%	16%	12%	15%	**	20%	17%	10%	18%	15%
			a			ab	ab					c	c		b	
Level 1-2 vocational qualification or intermediate apprenticeship	56	32	24	6	13	18	18	46	3	7	**	16	30	3	26	22
	4%	4%	3%	2%	3%	6%	5%	4%	2%	8%	**	6%	5%	1%	6%	3%
					a	ab	ab			ab		c	c		b	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	148	72	74	35	53	35	24	123	14	8	**	30	54	38	49	80
	10%	9%	10%	9%	13%	11%	7%	10%	11%	10%	**	11%	9%	10%	11%	10%
					ad	d										

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Level 3 vocational qualification or advanced apprenticeship	79	37	42	11	18	34	16	67	6	3	**	17	38	17	26	46
	5%	5%	6%	3%	4%	11%	5%	5%	5%	4%	**	6%	7%	5%	6%	6%
					a	abd	a									
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	122	73	48	38	36	26	20	93	17	9	**	17	54	30	35	78
	8%	9%	7%	9%	9%	8%	6%	7%	13%	11%	**	6%	9%	8%	8%	10%
		b		d	d				a				a			
Level 4-5 vocational qualification or higher apprenticeship	36	20	16	11	9	7	7	34	1	1	**	5	17	9	15	15
	2%	3%	2%	3%	2%	2%	2%	3%	1%	1%	**	2%	3%	2%	3%	2%
								b							b	
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	333	165	167	136	125	40	29	273	32	17	**	33	118	130	74	214
	22%	21%	24%	33%	30%	13%	9%	22%	24%	22%	**	12%	21%	34%	16%	27%
				cd	cd	d							a	ab		a
Level 6 vocational qualification or degree apprenticeship	18	11	7	9	5	3	2	16	1	1	**	3	6	4	2	14
	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	**	1%	1%	1%	*%	2%
				d												a
University higher degree (e.g. Masters, PhD or equivalent)	167	96	68	95	51	12	8	135	18	9	**	16	47	86	31	111
	11%	12%	10%	23%	12%	4%	2%	11%	14%	12%	**	6%	8%	22%	7%	14%
		b		bcd	cd									ab		a
Still studying/ still at school	13	5	7	2	8	1	2	9	1	1	**	4	3	3	2	6
	1%	1%	1%	*%	2%	*%	*%	1%	1%	1%	**	1%	1%	1%	*%	1%
					acd											

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Prefer not to say	50	29	19	7	8	9	21	45	2	3	**	7	10	3	7	14
	3%	4%	3%	2%	2%	3%	6%	4%	2%	3%	**	3%	2%	1%	2%	2%
							abc					c				
Don't know	22	8	13	3	3	3	10	18	2	1	**	3	4	1	6	8
	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	**	1%	1%	*%	1%	1%
							abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Up to £10,399 per year	142	22	51	26	47	42	31	5	4	111	10	115	6	69	52	26
	9%	15%	6%	10%	6%	7%	8%	4%	5%	10%	5%	9%	5%	8%	10%	12%
		b		b			c			b		b				a
From £10,400 to £15,599 per year	154	23	72	33	61	57	38	12	8	120	17	124	12	83	54	24
	10%	16%	9%	13%	8%	10%	10%	11%	10%	10%	9%	10%	11%	10%	10%	11%
		b		b												
From £15,600 to £25,999 per year	263	24	155	45	134	102	77	26	15	201	37	217	21	151	87	39
	18%	16%	19%	18%	18%	17%	20%	23%	18%	17%	20%	17%	19%	18%	17%	18%
								a								
From £26,000 to £36,399 per year	240	18	156	38	136	110	64	20	16	192	31	208	16	134	89	33
	16%	12%	19%	15%	19%	19%	16%	18%	20%	17%	17%	17%	14%	16%	17%	15%
			a													
From £36,400 to £51,999 per year	221	15	141	33	123	99	57	20	17	169	30	183	17	130	69	26
	15%	10%	17%	13%	17%	17%	14%	18%	20%	15%	16%	15%	15%	16%	13%	12%
			a													
£52,000 and above per year	231	17	154	33	139	111	61	21	16	175	34	190	20	144	66	34
	15%	12%	18%	13%	19%	19%	15%	19%	19%	15%	18%	15%	18%	17%	13%	15%
			a		a									b		
Don't know	125	14	34	20	29	21	28	1	1	100	10	103	6	60	50	23
	8%	10%	4%	8%	4%	4%	7%	1%	1%	9%	5%	8%	6%	7%	10%	10%
		b		b		c	acd			b					a	a
Refused	125	14	75	26	63	51	38	7	7	91	19	99	12	64	46	14
	8%	10%	9%	10%	9%	9%	10%	6%	8%	8%	10%	8%	11%	8%	9%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Up to £10,399 per year	142	17	55	21	51	39	32	10	7	11	28	13	25
	9%	10%	6%	7%	7%	6%	7%	7%	6%	5%	6%	5%	6%
		b											
From £10,400 to £15,599 per year	154	21	72	29	64	53	41	11	7	24	33	28	29
	10%	12%	8%	10%	8%	8%	9%	8%	7%	11%	7%	10%	7%
		b								b			
From £15,600 to £25,999 per year	263	26	166	49	143	106	86	27	20	32	94	42	84
	18%	15%	19%	17%	18%	17%	20%	19%	19%	14%	20%	15%	20%
							a				a		a
From £26,000 to £36,399 per year	240	28	165	47	146	121	72	27	19	42	92	52	82
	16%	16%	18%	16%	19%	19%	17%	19%	19%	19%	19%	18%	20%
From £36,400 to £51,999 per year	221	31	153	54	130	112	73	25	18	46	81	58	69
	15%	18%	17%	19%	17%	17%	17%	18%	17%	21%	17%	21%	16%
£52,000 and above per year	231	26	168	45	149	130	64	29	22	40	95	53	82
	15%	15%	19%	15%	19%	20%	15%	20%	22%	18%	20%	19%	19%
			a		a	b		b	b				
Don't know	125	14	38	20	32	25	26	4	3	13	19	15	17
	8%	8%	4%	7%	4%	4%	6%	3%	3%	6%	4%	5%	4%
		b		b			acd						
Refused	125	13	81	26	68	54	40	8	7	17	36	21	31
	8%	8%	9%	9%	9%	8%	9%	6%	7%	8%	7%	8%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Up to £10,399 per year	142	18	21	3	**	7	29	**	**	38	36	82	60
	9%	6%	5%	5%	**	8%	13%	**	**	5%	12%	7%	15%
							a				a		a
From £10,400 to £15,599 per year	154	28	30	10	**	7	28	**	**	58	35	98	56
	10%	9%	8%	19%	**	7%	13%	**	**	8%	11%	9%	14%
				ab			a				a		a
From £15,600 to £25,999 per year	263	58	68	11	**	17	34	**	**	126	51	184	79
	18%	19%	17%	22%	**	17%	16%	**	**	18%	16%	17%	20%
From £26,000 to £36,399 per year	240	60	74	7	**	15	28	**	**	134	43	189	51
	16%	19%	19%	14%	**	16%	13%	**	**	19%	14%	17%	13%
										b		b	
From £36,400 to £51,999 per year	221	52	75	10	**	18	30	**	**	127	47	183	38
	15%	17%	19%	19%	**	18%	14%	**	**	18%	15%	17%	9%
												b	
£52,000 and above per year	231	59	76	6	**	20	27	**	**	135	48	205	26
	15%	19%	19%	12%	**	21%	13%	**	**	19%	15%	19%	6%
			c			b				b		b	
Don't know	125	12	20	3	**	4	16	**	**	32	20	87	38
	8%	4%	5%	5%	**	4%	7%	**	**	5%	6%	8%	9%
Refused	125	23	30	2	**	8	24	**	**	53	31	72	54
	8%	7%	8%	4%	**	8%	11%	**	**	7%	10%	7%	13%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Up to £10,399 per year	142	23	20	2	11	86	25	46	44	115	27	17	49	43	50
	9%	7%	6%	4%	6%	15%	14%	8%	9%	9%	11%	20%	11%	8%	10%
						abcd	bcd					bcde	b		
From £10,400 to £15,599 per year	154	34	22	4	16	78	24	50	46	120	34	13	47	47	59
	10%	10%	6%	8%	10%	13%	13%	9%	9%	10%	13%	15%	10%	9%	12%
		b				abd	bcd				bcd	bcd			b
From £15,600 to £25,999 per year	263	57	69	14	29	95	25	109	79	212	50	10	84	88	91
	18%	17%	19%	24%	17%	16%	14%	19%	16%	17%	20%	12%	18%	16%	18%
				ae				af			af				
From £26,000 to £36,399 per year	240	59	73	9	29	73	17	106	83	207	33	10	67	96	77
	16%	18%	21%	15%	17%	12%	10%	19%	17%	17%	13%	12%	15%	18%	16%
		e	e		e			aef	ae	ae				a	
From £36,400 to £51,999 per year	221	57	63	8	28	65	17	102	68	188	33	7	68	85	67
	15%	17%	18%	14%	17%	11%	10%	18%	14%	15%	13%	8%	15%	16%	14%
		e	e		e			acdef	af	af					
£52,000 and above per year	231	59	70	11	33	62	20	91	101	213	18	4	56	114	61
	15%	17%	20%	18%	19%	11%	11%	16%	21%	17%	7%	4%	12%	21%	12%
		e	e	e	e		ef	aef	abdef	aef				ac	
Don't know	125	14	13	3	10	85	45	38	21	104	19	9	70	26	27
	8%	4%	4%	5%	6%	15%	25%	7%	4%	8%	7%	10%	15%	5%	5%
						abcd	bcdef	c		c	c	c	bc		
Refused	125	36	23	7	16	45	7	27	47	81	40	15	19	38	64
	8%	10%	7%	13%	9%	8%	4%	5%	10%	7%	16%	18%	4%	7%	13%
		be		be					abd	b	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Up to £10,399 per year	142	67	74	16	20	22	80	113	18	6	**	142	-	-	74	46
	9%	9%	10%	4%	5%	7%	23%	9%	13%	7%	**	52%	-%	-%	16%	6%
						ab	abc		a			bc			b	
From £10,400 to £15,599 per year	154	71	82	16	25	37	75	129	16	6	**	43	105	-	82	50
	10%	9%	12%	4%	6%	12%	22%	10%	12%	7%	**	16%	18%	-%	18%	6%
			a		a	ab	abc					c	c		b	
From £15,600 to £25,999 per year	263	137	125	33	84	74	72	216	17	21	**	59	198	-	101	135
	18%	18%	18%	8%	20%	24%	21%	17%	13%	27%	**	22%	35%	-%	22%	17%
					a	a	a			ab		c	ac		b	
From £26,000 to £36,399 per year	240	126	114	54	89	69	28	201	20	12	**	22	172	40	62	149
	16%	16%	16%	13%	22%	22%	8%	16%	15%	16%	**	8%	30%	11%	13%	19%
				d	ad	ad							ac			a
From £36,400 to £51,999 per year	221	113	107	81	82	45	12	180	24	12	**	7	98	111	48	146
	15%	14%	15%	20%	20%	14%	3%	14%	18%	15%	**	3%	17%	29%	11%	18%
				cd	cd	d							a	ab		a
£52,000 and above per year	231	144	85	153	50	22	4	197	20	8	**	-	-	231	32	178
	15%	19%	12%	37%	12%	7%	1%	16%	15%	11%	**	-%	-%	60%	7%	22%
		b		bcd	cd	d								ab		a
Don't know	125	58	64	23	32	21	40	106	7	7	**	-	-	-	38	34
	8%	7%	9%	6%	8%	7%	12%	8%	6%	9%	**	-%	-%	-%	8%	4%
					a		abc								b	
Refused	125	65	59	35	30	22	34	108	9	6	**	-	-	-	22	63
	8%	8%	8%	9%	7%	7%	10%	9%	7%	7%	**	-%	-%	-%	5%	8%
																a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		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	3128	194	1826	437	1583	1241	779	254	176	2354	508	2581	281	1786	1076	458
Effective Weighted Sample	2323	109	1628	255	1416	965	578	166	131	1796	454	1969	253	1383	816	343
Total	1500	147	837	254	731	592	393	111	83	1159	188	1239	108	834	513	219
Much better off	73 5%	7 5%	35 4%	12 5%	31 4%	27 5%	16 4%	5 4%	3 3%	51 4%	9 5%	53 4%	7 7%	40 5%	20 4%	16 7% ab
Slightly better off	220 15%	24 16%	127 15%	39 15%	112 15%	100 17% b	51 13%	24 22% b	12 15%	164 14%	33 18%	177 14%	19 18%	132 16% b	65 13%	28 13%
About the same	680 45%	68 46%	412 49%	123 49%	357 49%	274 46%	206 53% ac	46 42%	38 46%	529 46%	89 48%	573 46%	46 42%	371 44%	248 48% ac	87 40%
Slightly worse off	286 19%	32 22%	153 18%	50 20%	135 18%	117 20%	68 17%	25 22%	21 25% b	221 19%	34 18%	233 19%	22 21%	161 19%	94 18%	48 22%
Much worse off	164 11%	10 7%	83 10%	19 7%	74 10%	55 9%	38 10%	8 7%	6 8%	136 12% b	13 7%	141 11% b	7 7%	92 11%	57 11%	26 12%
Don't know	50 3%	5 3% b	11 1%	8 3% b	8 1%	8 1%	8 2%	1 1%	* *%	39 3%	4 2%	40 3%	2 2%	24 3%	19 4%	11 5% a
Refused	28 2%	1 1%	17 2%	3 1%	14 2%	12 2%	6 1%	3 2%	3 3%	19 2%	6 3% a	21 2%	4 4% a	14 2%	10 2%	3 2%
TOTAL BETTER OFF	293 20%	31 21%	162 19%	50 20%	143 20%	127 21% b	66 17%	29 26% b	15 18%	215 19%	42 22%	231 19%	26 24% a	172 21% b	85 17%	44 20%
TOTAL WORSE OFF	449 30%	43 29%	236 28%	69 27%	209 29%	172 29%	106 27%	33 29%	27 33%	357 31% b	47 25%	374 30%	30 27%	253 30%	151 29%	74 34%

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.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3128	487	2021	775	1733	1502	1006	361	248	442	896	562	776
Effective Weighted Sample	2323	402	1791	652	1542	1309	878	298	217	323	806	422	704
Total	1500	177	897	291	783	640	434	140	103	224	478	284	419
Much better off	73	12	39	16	36	34	18	10	5	9	21	11	19
	5%	7%	4%	5%	5%	5%	4%	7%	4%	4%	4%	4%	5%
		b						b					
Slightly better off	220	27	138	45	121	104	62	26	18	37	73	48	61
	15%	16%	15%	16%	15%	16%	14%	19%	17%	16%	15%	17%	15%
								b					
About the same	680	82	434	139	376	296	220	62	48	97	232	131	198
	45%	46%	48%	48%	48%	46%	51%	44%	47%	43%	48%	46%	47%
							ac						
Slightly worse off	286	28	168	48	148	120	76	26	19	48	88	56	80
	19%	16%	19%	17%	19%	19%	17%	19%	18%	21%	18%	20%	19%
Much worse off	164	20	87	28	79	64	43	12	10	22	50	24	48
	11%	11%	10%	10%	10%	10%	10%	9%	10%	10%	10%	8%	11%
Don't know	50	6	13	9	9	9	10	1	1	8	5	9	4
	3%	4%	1%	3%	1%	1%	2%	1%	1%	3%	1%	3%	1%
		b		b			c			b		b	
Refused	28	2	18	5	15	13	6	3	3	3	9	4	8
	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%
TOTAL BETTER OFF	293	39	178	61	156	137	80	36	23	46	94	60	80
	20%	22%	20%	21%	20%	21%	18%	26%	22%	21%	20%	21%	19%
								b					
TOTAL WORSE OFF	449	48	255	77	226	184	119	38	29	69	138	80	127
	30%	27%	28%	26%	29%	29%	27%	28%	28%	31%	29%	28%	30%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3128	604	734	118	70	231	475	39	33	1338	706	2324	804
Effective Weighted Sample	2323	511	612	92	61	183	325	29	25	1122	502	1796	543
Total	1500	309	393	51	33	95	217	15	14	702	312	1099	401
Much better off	73	15	15	4	**	5	8	**	**	30	12	57	16
	5%	5%	4%	8%	**	5%	4%	**	**	4%	4%	5%	4%
Slightly better off	220	58	51	14	**	16	26	**	**	109	42	179	41
	15%	19%	13%	28%	**	17%	12%	**	**	16%	14%	16%	10%
		b		ab								b	
About the same	680	136	193	20	**	45	118	**	**	329	163	474	207
	45%	44%	49%	39%	**	47%	54%	**	**	47%	52%	43%	52%
			c								a		a
Slightly worse off	286	56	80	5	**	18	33	**	**	136	50	217	69
	19%	18%	20%	10%	**	19%	15%	**	**	19%	16%	20%	17%
		c	c										
Much worse off	164	33	39	5	**	8	23	**	**	72	32	118	46
	11%	11%	10%	11%	**	9%	11%	**	**	10%	10%	11%	11%
Don't know	50	4	9	2	**	*	7	**	**	13	7	34	16
	3%	1%	2%	3%	**	*%	3%	**	**	2%	2%	3%	4%
							a						
Refused	28	7	6	1	**	3	3	**	**	12	5	21	7
	2%	2%	1%	1%	**	3%	1%	**	**	2%	2%	2%	2%
TOTAL BETTER OFF	293	73	67	18	**	21	34	**	**	140	55	236	56
	20%	24%	17%	36%	**	22%	16%	**	**	20%	18%	22%	14%
		b		ab		b						b	
TOTAL WORSE OFF	449	89	119	11	**	26	56	**	**	208	82	335	115
	30%	29%	30%	21%	**	27%	26%	**	**	30%	26%	30%	29%
			c										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3128	885	563	142	488	1072	397	1206	973	2576	541	154	1005	1086	1026
Effective Weighted Sample	2323	833	540	136	417	680	272	908	781	1960	358	85	703	875	739
Total	1500	339	353	58	171	589	180	570	489	1239	255	84	460	538	496
Much better off	73	15	14	3	9	32	11	30	23	65	7	1	30	25	16
	5%	4%	4%	5%	5%	6%	6%	5%	5%	5%	3%	2%	7%	5%	3%
							ef	ef		ef			c		
Slightly better off	220	53	50	9	31	79	29	87	62	178	42	13	76	71	73
	15%	16%	14%	15%	18%	13%	16%	15%	13%	14%	17%	16%	17%	13%	15%
					e						c		b		
About the same	680	167	173	29	78	240	63	229	235	527	153	49	174	237	269
	45%	49%	49%	50%	45%	41%	35%	40%	48%	43%	60%	59%	38%	44%	54%
		e	e	e					abd	a	abcd	abcd		a	ab
Slightly worse off	286	65	63	13	30	116	40	128	88	256	30	14	92	123	70
	19%	19%	18%	23%	17%	20%	22%	22%	18%	21%	12%	16%	20%	23%	14%
							e	ce	e	e			c	c	
Much worse off	164	29	44	2	15	75	15	73	67	155	9	1	50	68	46
	11%	8%	12%	3%	9%	13%	8%	13%	14%	12%	4%	1%	11%	13%	9%
		c	ac		c	acd	ef	aef	aef	aef				c	
Don't know	50	6	2	1	4	36	20	14	7	41	7	4	28	9	10
	3%	2%	1%	1%	2%	6%	11%	3%	1%	3%	3%	5%	6%	2%	2%
					b	abcd	bcdef			c		c	bc		
Refused	28	4	7	1	5	10	2	9	8	19	7	2	8	5	12
	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	3%	2%	2%	1%	2%
					a						d				b
TOTAL BETTER OFF	293	67	64	12	40	111	41	117	85	243	49	15	106	97	89
	20%	20%	18%	20%	24%	19%	23%	21%	17%	20%	19%	17%	23%	18%	18%
					be		c						bc		
TOTAL WORSE OFF	449	94	106	15	44	192	55	201	155	410	39	14	143	190	116
	30%	28%	30%	26%	26%	33%	30%	35%	32%	33%	15%	17%	31%	35%	23%
						ad	ef	ef	ef	ef			c	ac	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3128	1584	1520	848	878	638	724	2617	271	161	79	543	1209	814	973	1661
Effective Weighted Sample	2323	1161	1148	687	650	469	495	1936	199	125	64	391	893	652	692	1286
Total	1500	780	710	411	412	312	344	1251	131	78	40	274	574	382	459	801
Much better off	73	42	31	30	22	11	9	64	3	3	**	9	27	27	25	36
	5%	5%	4%	7%	5%	4%	3%	5%	2%	4%	**	3%	5%	7%	5%	4%
				cd	d			b						ab		
Slightly better off	220	121	97	87	68	31	35	175	25	17	**	42	75	80	62	129
	15%	16%	14%	21%	16%	10%	10%	14%	19%	22%	**	15%	13%	21%	14%	16%
				bcd	cd				a	a				ab		
About the same	680	368	310	180	179	150	163	569	59	33	**	111	286	182	203	389
	45%	47%	44%	44%	43%	48%	47%	45%	45%	42%	**	41%	50%	48%	44%	49%
		b											a	a		a
Slightly worse off	286	130	154	71	82	61	67	238	26	12	**	58	114	65	93	151
	19%	17%	22%	17%	20%	19%	19%	19%	20%	15%	**	21%	20%	17%	20%	19%
			a									c				
Much worse off	164	79	83	30	46	42	46	141	12	7	**	43	67	27	58	78
	11%	10%	12%	7%	11%	13%	13%	11%	9%	9%	**	16%	12%	7%	13%	10%
					a	a	a					bc	c		b	
Don't know	50	24	25	7	9	10	16	39	5	5	**	9	5	2	14	12
	3%	3%	3%	2%	2%	3%	5%	3%	4%	6%	**	3%	1%	*%	3%	2%
							ab			a		bc			b	
Refused	28	16	11	5	6	7	8	25	2	2	**	1	*	1	3	7
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	**	*%	*%	*%	1%	1%
TOTAL BETTER OFF	293	163	128	117	89	42	44	238	28	20	**	51	101	107	87	165
	20%	21%	18%	28%	22%	13%	13%	19%	22%	26%	**	19%	18%	28%	19%	21%
		b		bcd	cd					a				ab		
TOTAL WORSE OFF	449	209	237	101	128	103	113	379	38	19	**	102	181	91	151	229
	30%	27%	33%	25%	31%	33%	33%	30%	29%	24%	**	37%	32%	24%	33%	29%
			a		a	a	a					bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		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	2566	155	1546	353	1348	1059	642	232	158	1938	423	2129	232	1501	860	375
Effective Weighted Sample	1927	87	1376	206	1205	814	497	149	116	1497	376	1643	209	1186	650	280
Total	1230	117	719	204	632	513	323	102	75	952	157	1019	90	697	412	177
Most Financially Vulnerable	274	28	108	37	99	79	57	16	12	220	20	230	10	144	96	46
	22%	24%	15%	18%	16%	15%	18%	16%	17%	23%	13%	23%	12%	21%	23%	26%
		b								b		b				a
Potentially Financially Vulnerable	574	61	351	108	304	255	157	53	37	439	80	471	49	316	203	81
	47%	52%	49%	53%	48%	50%	49%	52%	49%	46%	51%	46%	54%	45%	49%	46%
													a			
Least Financially Vulnerable	382	28	260	59	229	179	109	32	26	293	56	319	31	237	113	50
	31%	24%	36%	29%	36%	35%	34%	32%	34%	31%	36%	31%	34%	34%	27%	28%
			a		a						a			bc		

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	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2566	397	1713	633	1477	1288	822	325	218	371	779	475	675
Effective Weighted Sample	1927	327	1513	530	1312	1118	717	266	190	266	699	351	612
Total	1230	145	770	238	676	552	362	125	91	191	420	243	367
Most Financially Vulnerable	274	36	118	47	107	85	69	21	16	32	67	39	60
	22%	25%	15%	20%	16%	15%	19%	17%	18%	17%	16%	16%	16%
		b		b			a						
Potentially Financially Vulnerable	574	63	373	108	327	264	172	60	41	88	206	113	181
	47%	43%	48%	46%	48%	48%	47%	48%	45%	46%	49%	46%	49%
Least Financially Vulnerable	382	46	279	83	242	204	122	44	34	71	147	92	127
	31%	32%	36%	35%	36%	37%	34%	35%	37%	37%	35%	38%	34%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 95%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2566	523	627	108	62	200	394	32	26	1150	594	1947	619
Effective Weighted Sample	1927	440	520	87	54	165	283	23	19	958	444	1509	427
Total	1230	269	342	45	29	82	175	13	11	610	258	924	306
Most Financially Vulnerable	274	49	50	12	**	10	42	**	**	98	52	201	72
	22%	18%	15%	28%	**	13%	24%	**	**	16%	20%	22%	24%
				ab			a				a		
Potentially Financially Vulnerable	574	128	166	22	**	38	80	**	**	294	118	408	166
	47%	48%	49%	49%	**	46%	46%	**	**	48%	46%	44%	54%
													a
Least Financially Vulnerable	382	92	126	11	**	34	53	**	**	218	87	315	67
	31%	34%	37%	23%	**	41%	30%	**	**	36%	34%	34%	22%
		c	c			b						b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2566	739	499	116	408	824	280	1045	826	2151	414	109	804	931	830
Effective Weighted Sample	1927	694	478	111	345	522	194	787	668	1649	280	60	562	758	609
Total	1230	284	315	48	144	449	123	492	419	1034	196	60	362	464	404
Most Financially Vulnerable	274	46	49	5	23	153	51	124	71	246	28	17	114	104	56
	22%	16%	16%	10%	16%	34%	41%	25%	17%	24%	14%	29%	31%	22%	14%
						abcd	bcdef	ce		ce		ce	bc	c	
Potentially Financially Vulnerable	574	134	152	28	69	195	45	227	194	465	109	28	158	201	214
	47%	47%	48%	58%	48%	43%	36%	46%	46%	45%	55%	46%	44%	43%	53%
				ae				a	a	a	abcd				ab
Least Financially Vulnerable	382	104	113	16	52	101	28	142	154	323	59	15	90	159	133
	31%	36%	36%	33%	36%	22%	23%	29%	37%	31%	30%	25%	25%	34%	33%
		e	e	e	e			a	abdef	a	a			a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2566	1311	1245	730	728	531	560	2137	234	131	64	543	1209	814	823	1443
Effective Weighted Sample	1927	971	952	599	549	386	389	1604	171	103	50	391	893	652	592	1127
Total	1230	646	579	348	343	263	267	1018	115	64	33	274	574	382	392	697
Most Financially Vulnerable	274	125	146	32	50	69	119	229	23	14	**	274	-	-	132	107
	22%	19%	25%	9%	14%	26%	44%	22%	20%	21%	**	100%	-%	-%	34%	15%
			a		a	ab	abc					bc			b	
Potentially Financially Vulnerable	574	298	275	108	178	150	135	470	52	35	**	-	574	-	198	304
	47%	46%	47%	31%	52%	57%	51%	46%	46%	55%	**	-%	100%	-%	50%	44%
					a	ad	a						ac		b	
Least Financially Vulnerable	382	223	158	209	116	43	13	320	39	15	**	-	-	382	62	286
	31%	35%	27%	60%	34%	17%	5%	31%	34%	24%	**	-%	-%	100%	16%	41%
		b		bcd	cd	d			c					ab		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b