

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

S11. NATION	1
Base : All respondents	
S11/S12. NATION/ REGION	3
Base : All respondents	
S13. LOCATION	7
Base : All respondents	
S9. GENDER OF RESPONDENT	9
Base : All respondents	
S10. AGE OF RESPONDENT	11
Base : All respondents	
S14. HOUSEHOLD SOCIO ECONOMIC GROUP	13
Base : All respondents	
P7. SERVICE COVERED WITH RESPONDENT	15
Base : All respondents	
PROVIDER FOR SERVICE COVERED	17
Base : All respondents	
MOBILE SERVICE PROVIDER - SUMMARY	22
Base : Those interviewed about their mobile phone service	
S4. (SHOWCARD) Which of these best describes the mobile phone package you personally use most often?	24
Base : Those interviewed about their mobile phone service	
S5. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?	26
Base : Those interviewed about their mobile phone service who have a monthly contract/ SIM only deal	
Q45. (SHOWCARD) When, if at all, did you last CHANGE the company that provides your (SERVICE) without moving home – so you chose to make this change?	28
Base : All respondents	
Q46. (SHOWCARD) When, if at all, have you made contact with your (SERVICE) to do one or more of the following: To ask for a discount for your service? To add extra or improved services? To reduce or downgrade any of your services?	30
Base : Those who have not changed provider for their (SERVICE) in the last 2 years	
Q47. (SHOWCARD) At any time in the last 2 years, have you considered changing the provider for your (SERVICE)?	32
Base : Those who have not changed provider for their (SERVICE) in the last 2 years and have not initiated contact with their (SERVICE) provider to make a change in the last 12 months	
Q48. (SHOWCARD) Which one of the following best describes your current thinking regarding changing the company that provides your (SERVICE)?	34
Base : All respondents	
Q49. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE)?	36
Base : Those who are not looking for a new provider and not open to the idea of a new provider	
Q50. (SHOWCARD) How much do you agree or disagree with the following statement about (PROVIDER) – ‘They are the best provider of (SERVICE) on the market’?	38
Base : Those who are not looking for a new provider and not open to the idea of a new provider who are satisfied with the overall service provider by their (SERVICE) provider	
Q1. (SHOWCARD) How long have you been with (PROVIDER) for your (SERVICE)? Please give your best estimate if you’re not sure.	40
Base : All respondents	
Q2. (SHOWCARD) How confident are you that the current deal you have for your (SERVICE) is the best deal for you?	44
Base : All respondents	
Q3. (SHOWCARD) Which of the following best describes the status of your contracts for your (SERVICE)?	46
Base : Those responding about their Triple Play or Dual Play package	

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

CONTRACT STATUS FOR DUAL PLAY AND TRIPLE PLAY	48
Base : Those responding about their Triple Play or Dual Play package	
Q4. (SHOWCARD) (TEXT IF HAVE DIFFERENT CONTRACTS OR A MIX OF SERVICES IN AND OUT OF CONTRACT - As far as the contract that ends first is concerned...) Which of the following best describes your awareness of when your contract with (PROVIDER) for your (SERVICE) ends?	50
Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile	
Q5. (SHOWCARD) For how long now have you been out of your contract with (PROVIDER) for your (SERVICE) – so when did your contract run out? Please give your best estimate if you're not sure.	52
Base : Those who are out of contract for their (SERVICE) excluding SIM only 30 day and Pay As You Go for Mobile	
Q6. (SHOWCARD) How long do you have to go until your contract/s with (PROVIDER) for your (SERVICE) end/s? Please give your best estimate if you're not sure.	55
Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile	
SUMMARY TO SHOW WHEN EARLIEST CONTRACT WILL END	59
Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile	
Q7. (SHOWCARD) Have you ever tried to find out the specific date that your contract for your (SERVICE) with (PROVIDER) comes to an end or if it has ended?	63
Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile	
Q8. (SHOWCARD) How did you (try to) find out when your contract for your (SERVICE) comes to an end?	65
Base : Those who have ever tried to find out their contract end date for their (SERVICE)	
Q9. (SHOWCARD) How easy or difficult was it to find your contract end date for your (SERVICE)?	67
Base : Those who have ever succeeded in finding out their contract end date for their (SERVICE)	
Q10A. (SHOWCARD) How useful would you find it to be contacted by your provider and told your contract for (SERVICE) is coming to an end, for example about 1-2 months before this happens? IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.	69
Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile and excluding 30 day SIM only for Mobile	
Q10B. (SHOWCARD) How useful would you find it to be contacted by your provider and told (if/ that) you are out of contract for your (SERVICE)? IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.	71
Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) and excluding SIM only 30 day and excluding Pay As You Go for Mobile	
Q11. How much do you currently pay per month for your (SERVICE) with (PROVIDER)? Please think about your typical monthly bill if the charges are sometimes higher or lower. Please give your best estimate if you're not sure.	73
Base : All except those responding about Pay As You Go Mobile	
Q11A. How much do you spend on topping-up in a typical month for your (SERVICE) with (PROVIDER)? Please think about a typical month if the amount is sometimes higher or lower. Please give your best estimate if you're not sure.	77
Base : All responding about Pay As You Go Mobile	
Q13. (SHOWCARD) If you don't make any changes, when your current contract for your (SERVICE) with (PROVIDER) comes to an end, what do you think will happen to the price you pay? The price I pay will... ..	79
Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile and excluding 30 day SIM only for Mobile	
Q14. (SHOWCARD) When your most recent contract for your (SERVICE) with (PROVIDER) came to an end, which one of these describes what happened to the price? The price... ..	81
Base : Those who are out of contract for their (SERVICE) and excluding SIM only 30 day and excluding Pay As You Go for Mobile	
Q15. SIM-only contracts include a monthly allowance for calls, texts and mobile data to use with your existing mobile phone. They are available on either a 30 day rolling contract or a 12 month contract. (TEXT IF NOT USING PAY AS YOU GO) Before now, were you aware that at the end of your minimum contract period, if you keep your handset you could move to a SIM-only contract with either your existing provider or an alternative provider? (TEXT IF USING PAY AS YOU GO) Before now, were you aware of this type of contract?	83
Base : All responding about their Mobile excluding SIM only users	
Q16. (SHOWCARD) Why have you not changed to a SIM-only deal?	85
Base : All responding about their Mobile excluding SIM only users and who are out of contract and are still paying the same as when they were in contract who are aware they could switch to a SIM only contract	
Q17. (SHOWCARD) Have you ever tried to find out about any of the following aspects of your monthly usage for your (SERVICE) with (PROVIDER)?	87
Base : All except those responding about standalone Pay TV	
Q18. (SHOWCARD) How easy or difficult was it to find this usage information for your (SERVICE) with (PROVIDER)?	89
Base : All except those responding about standalone Pay TV who have ever tried to find out about aspects of their monthly (SERVICE) usage with their provider	
Q19. (SHOWCARD) Which one of these describes your preference for getting information about your usage of your (SERVICE)? (IF MOBILE) So this could be information about the number of voice call minutes used, the amount of data you have	

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

used, the number of texts sent, and so on. (IF DUAL/ TRIPLE) So this could be information about the amount of data you have downloaded/used, the number of voice minutes you have used, and so on. I would prefer usage information to be...	91
Base : All except those responding about standalone Pay TV	
Q20. (SHOWCARD) How often - if at all - do you look into what other deals for your (SERVICE) service are available from your current provider?	93
Base : All respondents	
Q21. (SHOWCARD) And how often - if at all - do you look around to see what other deals for your (SERVICE) service are available from other providers?	95
Base : All respondents	
Q22. (SHOWCARD) Which ONE of these best describes your current thinking about your (SERVICE) – either with your current provider or an alternative provider? Are you...	97
Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service	
Q23. (ALL EXCEPT SIM ONLY 30 DAY) You said you are (no longer in/ not sure whether you are in/ nearing the end of your) contract with (PROVIDER) for your (SERVICE), and are not intending to look for another deal with any provider including your own. Why is this? (IF SIM ONLY 30 DAY) You said you are not intending to look for another deal with any provider including your own. Why is this?	99
Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal	
Q24. (SHOWCARD) Which, if any, of these are reasons why you are not intending to look for another deal with either your own provider or an alternative one?	105
Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal	
Q23/ Q24. SUMMARY OF SPONTANEOUS AND PROMPTED REASONS FOR NOT INTENDING TO LOOK FOR ANOTHER DEAL WITH OWN PROVIDER OR AN ALTERNATIVE PROVIDER	113
Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal	
Q25. (SHOWCARD) You said you value or like being out of contract/ only having a 30 day contract for your (SERVICE). Why is that?	121
Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal and give the reason that they value or like being out of contract/ only having a 30 day contract for their (SERVICE)	
Q26. (SHOWCARD) You said it's difficult to compare deals for a (SERVICE). Why is that?	123
Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal and give the reason that it's difficult to compare deals or it's difficult to work out what they need from a deal for their (SERVICE)	
Q27. (SHOWCARD) Compared to what you are paying now, how much do you think you could save (per month) by signing up to a new contract (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) for your (SERVICE) with either your current provider or an alternative provider? Please give your best estimate if you're not sure.	125
Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile or Pay As You Go for Mobile	
Q28. (SHOWCARD) Compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from an alternative provider need to be to encourage you to switch provider for your (SERVICE)? Please give your best estimate if you're not sure.	127
Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile	
Q29. (SHOWCARD) And compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from your existing provider need to be to encourage you to change your deal? Please give your best estimate if you're not sure.	131
Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile	
Q30. (SHOWCARD) Do you know how much data is included in your mobile package each month?	133
Base : All responding about their Mobile excluding Pay As You Go users	
Q30B. (SHOWCARD) Do you ever buy add-on packs or bolt-ons from (PROVIDER) to get extra data, minutes or texts for your pay as you go phone?	135
Base : All responding about their Mobile using Pay As You Go	
Q31. (SHOWCARD) How confident are you that you understand how much mobile data you ideally need each month?	137
Base : All responding about their Mobile who believe they have a data allowance or who pay upfront for a set amount of data	
Q32. (SHOWCARD) In most months would you say you...	139
Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users	

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Q33. (SHOWCARD) Why did you get a mobile phone deal with less mobile data than you need?	141
Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who run out of or need to manage their use of data before the end of the month	
Q34. (SHOWCARD) Why did you get a mobile phone deal with more mobile data than you need?	143
Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who have data left over from their allowance at the end of the month	
Q35. (SHOWCARD) Thinking about your broadband service, do you have a fixed monthly data allowance (also known as capped), or is your contract for unlimited broadband (also known as uncapped)?	146
Base : Those responding about their Triple Play or Dual Play package	
Q36. (SHOWCARD) How confident are you that you understand what broadband speed your household needs?	148
Base : Those responding about their Triple Play or Dual Play package	
Q37. (SHOWCARD) When you are considering the different (SERVICE) deals or providers, which one of these statements best describes how many providers you look at?	150
Base : All respondents	
Q38. (SHOWCARD) Why don't you look at deals from other providers for your (SERVICE)?	152
Base : All who do not consider more than their current provider for their (SERVICE)	
Q39. (SHOWCARD) And when you are considering the different (SERVICE) deals, which one of these statements best describes the way you go about it?	156
Base : All who consider other providers for their (SERVICE)	
Q40. (SHOWCARD) Why do you not spend more time searching the market?	158
Base : All who consider other providers for their (SERVICE) but only do a quick scan	
Q41A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "Finding a better deal is not a priority for me"	160
Base : All respondents	
Q41B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it difficult to understand whether or not I would make any saving by changing my deal or provider"	162
Base : All respondents	
Q41C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I would be very wary of using a provider I had not heard of"	164
Base : All respondents	
Q41D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I can easily understand my/my household's (SERVICE) needs"	166
Base : All respondents	
Q41E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it easy to understand the different (SERVICE) options in the market"	168
Base : All respondents	
Q41F. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it difficult to understand some of the language and terminology about the (SERVICE)"	170
Base : All respondents	
Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?	172
Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal	
Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?	178
Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service	
Q44A. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Deciding which providers to compare.	184
Base : Those who are in contract for their (SERVICE), including those on a SIM only deal	
Q44B. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Comparing the prices of different deals.	186
Base : Those who are in contract for their (SERVICE), including those on a SIM only deal	
Q44C. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Working out which deal best suited my needs.	188
Base : Those who are in contract for their (SERVICE), including those on a SIM only deal	
S8. (SHOWCARD) Which one of these descriptions best describes how you feel about changing your (SERVICE) deal or provider and your interest in this market generally?	190
Base : All respondents	

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

C1A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "I try to keep up with technology"	192
Base : All respondents	
C1B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "My friends tend to come to me if they have questions about technology"	194
Base : All respondents	
C1C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "I'm as knowledgeable about these technologies as the next person"	196
Base : All respondents	
C2. (SHOWCARD) Which, if any, of these do you ever use the internet for - using any type of device including a laptop or desktop computer, a mobile phone or a tablet?	198
Base : All respondents	
BREADTH OF USE OF THE INTERNET	200
Base : All respondents	
C3A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SHOPPING AROUND GENERALLY "Finding a cheaper deal is a priority for me"	202
Base : All respondents	
C3B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SHOPPING AROUND GENERALLY "I look out for and use discount codes or discount vouchers whenever I can"	204
Base : All respondents	
C4. (SHOWCARD) Which of these, if any, limit your daily activities or the work you can do?	206
Base : All respondents	
C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?	210
Base : All respondents	
C6. (SHOWCARD) Do you support anyone living outside of your home in making decisions about the services they use – such as home phone, mobile phone, internet or TV services? If you help more than one other person living outside of your home, please think of the situation where you provide the MOST help	216
Base : All respondents	
C7. (SHOWCARD) Which of the following best describes you?	220
Base : All respondents	
C8. What is the total number of people in the household (including yourself and any children)?	222
Base : All respondents	
C9. And what is the total number of children aged under 18 in the household?	224
Base : All respondents	
C10. ANY OTHER WORKING ADULTS IN THE HOUSEHOLD	226
Base : Those who are not working and who live in 2+ person household	
C11. (SHOWCARD) Which of these options best describes how you feel about your ability to use maths in your day-to-day life?	228
Base : All respondents	
C12. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write?	230
Base : All respondents	
C13. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.	232
Base : All respondents	
FINANCIAL VULNERABILITY	234
Base : Those where it is possible to calculate the Financial Vulnerability Index	

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 1

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S11. NATION

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
England	2880	659	749	717	755	426	136	97	515	125	109	465	138	115	457	384	172
	84%	81%	85%	84%	86%	80%	87%	78%	86%	80%	84%	85%	81%	84%	86%	85%	90%
			a		a		ac										b
Scotland	300	89	68	72	71	61	11	16	40	16	12	40	21	11	41	39	8
	9%	11%	8%	8%	8%	11%	7%	13%	7%	10%	10%	7%	12%	8%	8%	9%	4%
		bd											a		c	c	
Wales	164	37	47	48	32	24	6	8	30	11	6	31	12	5	22	18	7
	5%	5%	5%	6%	4%	4%	4%	6%	5%	7%	5%	6%	7%	4%	4%	4%	3%
				d													
Northern Ireland	87	26	21	17	23	20	3	3	15	4	2	12	-	5	14	11	4
	3%	3%	2%	2%	3%	4%	2%	2%	3%	3%	1%	2%	-%	4%	3%	2%	2%
												b		b			

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

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Table 1

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S11. NATION

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	NORTHRN IRELAND d
Significance Level: 95%																
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
England	2880	765	1135	978	858	939	502	577	1435	1439	2526	342	2880	-	-	-
	84%	85%	85%	82%	85%	84%	84%	82%	83%	85%	86%	73%	100%	-%	-%	-%
			c								b		bcd			
Scotland	300	79	115	105	88	92	50	70	161	139	248	52	-	300	-	-
	9%	9%	9%	9%	9%	8%	8%	10%	9%	8%	8%	11%	-%	100%	-%	-%
											a		acd			
Wales	164	37	47	80	41	53	31	39	86	78	115	47	-	-	164	-
	5%	4%	4%	7%	4%	5%	5%	6%	5%	5%	4%	10%	-%	-%	100%	-%
				ab							a			abd		
Northern Ireland	87	24	33	30	23	31	18	14	46	41	61	25	-	-	-	87
	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%	5%	-%	-%	-%	100%
											a					abc

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 2

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S11/S12. NATION/ REGION

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
North East	170	30	49	45	47	23	6	1	34	12	3	31	10	4	26	21	10
	5%	4%	6%	5%	5%	4%	4%	1%	6%	8%	2%	6%	6%	3%	5%	5%	5%
Yorkshire and Humberside	282	98	52	60	72	59	30	9	42	4	6	36	16	8	47	40	15
	8%	12%	6%	7%	8%	11%	19%	7%	7%	3%	5%	7%	9%	6%	9%	9%	8%
		bcd			b		ac		b								
North West	410	90	114	96	111	55	18	17	77	20	17	61	19	16	73	61	28
	12%	11%	13%	11%	13%	10%	11%	14%	13%	13%	13%	11%	11%	12%	14%	13%	15%
West Midlands	266	51	80	71	65	29	11	11	56	9	14	47	14	10	35	28	19
	8%	6%	9%	8%	7%	5%	7%	9%	9%	6%	11%	9%	8%	7%	7%	6%	10%
			a														
East Midlands	227	49	64	45	69	39	4	6	37	17	10	29	7	9	39	33	13
	7%	6%	7%	5%	8%	7%	3%	5%	6%	11%	7%	5%	4%	6%	7%	7%	7%
					c	b			a								
South West	314	72	64	94	83	49	11	13	45	8	11	66	17	10	54	45	19
	9%	9%	7%	11%	9%	9%	7%	10%	7%	5%	8%	12%	10%	8%	10%	10%	10%
				b													
East Anglia	331	68	90	95	78	37	19	12	60	15	15	62	18	14	47	42	15
	10%	8%	10%	11%	9%	7%	12%	10%	10%	9%	12%	11%	11%	11%	9%	9%	8%
				a			a										
South East	468	113	135	114	106	78	22	13	92	25	18	75	16	23	66	56	22
	14%	14%	15%	13%	12%	15%	14%	10%	15%	16%	14%	14%	10%	17%	12%	12%	12%
			d											b			
Greater London	412	89	103	96	124	58	15	16	72	15	16	57	20	19	71	58	30
	12%	11%	12%	11%	14%	11%	10%	13%	12%	10%	12%	10%	12%	14%	13%	13%	16%
					ac												
Scotland	300	89	68	72	71	61	11	16	40	16	12	40	21	11	41	39	8
	9%	11%	8%	8%	8%	11%	7%	13%	7%	10%	10%	7%	12%	8%	8%	9%	4%
		bd										a		c	c		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 2

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S11/S12. NATION/ REGION

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Wales	164	37	47	48	32	24	6	8	30	11	6	31	12	5	22	18	7
	5%	5%	5%	6%	4%	4%	4%	6%	5%	7%	5%	6%	7%	4%	4%	4%	3%
				d													
Northern Ireland	87	26	21	17	23	20	3	3	15	4	2	12	-	5	14	11	4
	3%	3%	2%	2%	3%	4%	2%	2%	3%	3%	1%	2%	-%	4%	3%	2%	2%
												b		b			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 2

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S11/S12. NATION/ REGION

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
North East	170	45	55	70	40	54	39	37	84	86	149	20	170	-	-	-
	5%	5%	4%	6%	4%	5%	6%	5%	5%	5%	5%	4%	6%	-%	-%	-%
				b			a						bcd			
Yorkshire and Humberside	282	70	121	91	73	91	65	53	137	146	246	35	282	-	-	-
	8%	8%	9%	8%	7%	8%	11%	8%	8%	9%	8%	8%	10%	-%	-%	-%
							ad						bcd			
North West	410	118	157	136	108	136	80	84	212	196	376	32	410	-	-	-
	12%	13%	12%	11%	11%	12%	13%	12%	12%	12%	13%	7%	14%	-%	-%	-%
											b		bcd			
West Midlands	266	62	102	103	72	83	40	72	131	135	240	26	266	-	-	-
	8%	7%	8%	9%	7%	7%	7%	10%	8%	8%	8%	6%	9%	-%	-%	-%
								abc			b		bcd			
East Midlands	227	73	90	64	59	72	45	51	100	127	200	27	227	-	-	-
	7%	8%	7%	5%	6%	6%	8%	7%	6%	7%	7%	6%	8%	-%	-%	-%
										a			bcd			
South West	314	70	106	138	81	108	59	65	155	159	241	73	314	-	-	-
	9%	8%	8%	12%	8%	10%	10%	9%	9%	9%	8%	16%	11%	-%	-%	-%
				ab								a	bcd			
East Anglia	331	81	127	121	87	109	48	86	159	169	270	61	331	-	-	-
	10%	9%	10%	10%	9%	10%	8%	12%	9%	10%	9%	13%	11%	-%	-%	-%
								ac				a	bcd			
South East	468	114	190	164	190	146	73	59	230	236	397	66	468	-	-	-
	14%	13%	14%	14%	19%	13%	12%	8%	13%	14%	13%	14%	16%	-%	-%	-%
					bcd	d	d						bcd			
Greater London	412	132	188	92	149	141	53	70	227	185	406	3	412	-	-	-
	12%	15%	14%	8%	15%	13%	9%	10%	13%	11%	14%	1%	14%	-%	-%	-%
		c	c		cd	c			b		b		bcd			
Scotland	300	79	115	105	88	92	50	70	161	139	248	52	-	300	-	-
	9%	9%	9%	9%	9%	8%	8%	10%	9%	8%	8%	11%	-%	100%	-%	-%
												a		acd		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 2

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S11/S12. NATION/ REGION

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Wales	164	37	47	80	41	53	31	39	86	78	115	47	-	-	164	-
	5%	4%	4%	7%	4%	5%	5%	6%	5%	5%	4%	10%	-%	-%	100%	-%
				ab							a				abd	
Northern Ireland	87	24	33	30	23	31	18	14	46	41	61	25	-	-	-	87
	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	2%	5%	-%	-%	-%	100%
												a				abc

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 3

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S13. LOCATION

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
URBAN	2950	685	794	706	764	449	138	98	534	141	119	449	139	119	465	392	172
	86%	84%	90%	83%	87%	85%	89%	79%	89%	91%	92%	82%	82%	87%	87%	90%	
			acd		c		c										
RURAL	466	121	89	144	112	79	17	26	65	13	10	97	31	17	65	56	18
	14%	15%	10%	17%	13%	15%	11%	21%	11%	9%	8%	18%	18%	12%	12%	12%	10%
		b		bd	b		b										
UNKNOWN	14	5	2	3	5	4	1	-	1	1	-	2	1	*	4	3	1
	*%	1%	*%	*%	1%	1%	1%	-%	*%	1%	-%	*%	*%	*%	1%	1%	*%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 3

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S13. LOCATION

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
URBAN	2950	808	1171	971	845	973	512	618	1486	1461	2950	-	2526	248	115	61
	86%	89%	88%	81%	84%	87%	85%	88%	86%	86%	100%	-%	88%	83%	70%	70%
		c	c		a	a		a			b		bcd	cd		
RURAL	466	91	153	220	158	143	83	81	233	230	-	466	342	52	47	25
	14%	10%	11%	18%	16%	13%	14%	12%	13%	14%	-%	100%	12%	17%	29%	28%
				ab	bd							a		a	ab	ab
UNKNOWN	14	6	6	2	8	1	5	1	10	4	-	-	12	-	1	1
	*%	1%	*%	*%	1%	*%	1%	*%	1%	*%	-%	-%	*%	-%	1%	1%
					bd		bd									b

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 4

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S9. GENDER OF RESPONDENT

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Male	1728	432	457	420	420	286	87	60	325	87	45	269	91	60	244	204	96
	50%	53%	52%	49%	48%	54%	56%	48%	54%	56%	35%	49%	53%	44%	46%	45%	51%
		d			a				c	c							
Female	1696	378	428	433	457	244	69	64	276	69	84	279	78	76	288	245	93
	49%	47%	48%	51%	52%	46%	44%	52%	46%	44%	65%	51%	46%	56%	54%	54%	49%
				a							ab						
Other	3	-	-	-	3	-	-	-	-	-	-	-	-	-	3	3	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	1%	-%
Prefer not to say	4	1	-	1	2	1	-	-	-	-	-	-	1	-	-	-	2
	*%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%	1%	-%	-%	-%	1%
													a				ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 4

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S9. GENDER OF RESPONDENT

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	NORTHRN IRELAND d
Significance Level: 95%																
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Male	1728	367	663	698	595	511	301	321	1728	-	1486	233	1435	161	86	46
	50%	41%	50%	58%	59%	46%	50%	46%	100%	-%	50%	50%	50%	54%	52%	53%
			a	ab	bcd				b							
Female	1696	533	667	495	411	605	299	379	-	1696	1461	230	1439	139	78	41
	49%	59%	50%	42%	41%	54%	50%	54%	-%	100%	50%	49%	50%	46%	48%	47%
		bc	c		a	a	a		a							
Other	3	3	-	-	3	-	-	-	-	-	3	-	3	-	-	-
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
		bc														
Prefer not to say	4	1	-	-	2	-	-	*	-	-	*	4	4	-	-	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	1%	*%	-%	-%	-%
											a					

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 5

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S10. AGE OF RESPONDENT

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
16-24 years	281	39	46	34	162	32	4	3	36	5	5	25	1	8	106	88	33
	8%	5%	5%	4%	18% abc	6%	2%	3%	6%	3%	4%	5% b	1%	6% b	20%	20%	18%
25-34 years	624	123	183	130	187	87	12	24	137	19	26	92	14	25	119	102	38
	18%	15%	21% ac	15%	21% ac	16% b	8%	19% b	23% b	12%	20%	17% b	8%	18% b	22%	23%	20%
35-44 years	731	176	208	178	170	128	27	21	144	29	35	122	36	20	122	105	35
	21%	22%	23% d	21%	19%	24%	18%	17%	24%	19%	27%	22% c	21%	14%	23%	23%	18%
45-54 years	599	151	182	139	127	105	31	16	114	47	21	86	38	15	82	73	21
	17%	19% d	21% cd	16%	14%	20% c	20%	13%	19%	30% ac	16%	16%	22% ac	11%	15%	16% c	11%
55-64 years	590	161	133	182	114	97	36	28	92	28	13	120	38	24	60	48	35
	17%	20% bd	15%	21% bd	13%	18%	23%	23%	15%	18% c	10%	22%	22%	18%	11%	11%	18% ab
65-74 years	435	121	98	128	88	66	35	20	57	20	21	71	24	33	36	30	20
	13%	15% bd	11%	15% bd	10%	12%	23% a	16%	10%	13%	17% a	13%	14%	24% ab	7%	7%	11% b
75 years or over	167	38	35	61	33	15	11	12	20	8	8	32	18	11	8	6	9
	5%	5%	4%	7% abd	4%	3%	7% a	10% a	3%	5%	6%	6%	11% a	8%	1%	1%	5% ab
Prefer not to say	3	1	-	1	*	1	-	-	-	-	-	*	1	-	-	-	*
	*%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	1%	-%	-%	-%	*%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 5

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S10. AGE OF RESPONDENT

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
16-24 years	281	281	-	-	57	110	63	47	122	155	259	20	239	25	8	9
	8%	31%	-%	-%	6%	10%	11%	7%	7%	9%	9%	4%	8%	8%	5%	11%
		bc			ad	ad				a	b					c
25-34 years	624	624	-	-	128	230	123	142	245	378	549	71	526	54	30	14
	18%	69%	-%	-%	13%	21%	20%	20%	14%	22%	19%	15%	18%	18%	18%	16%
		bc			a	a	a		a		b					
35-44 years	731	-	731	-	261	239	118	114	354	377	658	71	638	52	22	21
	21%	-%	55%	-%	26%	21%	20%	16%	20%	22%	22%	15%	22%	17%	13%	24%
			ac		bcd	d					b		bc			c
45-54 years	599	-	599	-	157	198	115	130	309	290	513	82	497	64	25	12
	17%	-%	45%	-%	16%	18%	19%	19%	18%	17%	17%	18%	17%	21%	15%	14%
			ac				a									
55-64 years	590	-	-	590	174	188	112	115	348	243	479	111	487	51	39	14
	17%	-%	-%	49%	17%	17%	19%	16%	20%	14%	16%	24%	17%	17%	24%	17%
				ab					b		a			a		
65-74 years	435	-	-	435	174	106	52	104	254	181	351	83	358	40	26	11
	13%	-%	-%	36%	17%	9%	9%	15%	15%	11%	12%	18%	12%	13%	16%	13%
				ab	bc			bc	b			a				
75 years or over	167	-	-	167	56	45	18	49	96	72	141	26	133	15	15	5
	5%	-%	-%	14%	6%	4%	3%	7%	6%	4%	5%	6%	5%	5%	9%	5%
				ab	c			bc	b					a		
Prefer not to say	3	-	-	-	3	-	-	*	-	*	1	2	3	-	-	-
	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	-%	-%
											a					

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 6

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S14. HOUSEHOLD SOCIO ECONOMIC GROUP

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
AB	1010	278	264	246	222	192	51	35	171	59	34	165	52	30	153	126	53
	29%	34%	30%	29%	25%	36%	33%	28%	28%	38%	27%	30%	30%	22%	29%	28%	28%
		bcd	d							ac		c					
C1	1116	242	291	281	302	162	49	31	203	43	45	181	60	40	189	157	69
	33%	30%	33%	33%	34%	30%	32%	25%	34%	28%	35%	33%	35%	30%	35%	35%	36%
					a												
C2	600	138	159	130	174	81	31	25	109	21	30	92	18	20	109	97	31
	18%	17%	18%	15%	20%	15%	20%	20%	18%	14%	23%	17%	11%	15%	20%	21%	16%
					c						b	b					
DE	700	153	171	197	179	96	24	33	118	32	20	110	40	46	81	71	35
	20%	19%	19%	23%	20%	18%	16%	26%	20%	21%	16%	20%	24%	34%	15%	16%	19%
				ab				ab						ab			
Refused	4	-	-	-	4	-	-	-	-	-	-	-	-	-	1	1	2
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	1%
					abc												

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 6

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S14. HOUSEHOLD SOCIO ECONOMIC GROUP

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
AB	1010	185	418	405	1010	-	-	-	595	411	845	158	858	88	41	23
	29%	20%	31%	34%	100%	-%	-%	-%	34%	24%	29%	34%	30%	29%	25%	27%
			a	a	bcd				b		a					
C1	1116	341	437	339	-	1116	-	-	511	605	973	143	939	92	53	31
	33%	38%	33%	28%	-%	100%	-%	-%	30%	36%	33%	31%	33%	31%	32%	36%
		bc	c			acd			a							
C2	600	186	233	182	-	-	600	-	301	299	512	83	502	50	31	18
	18%	21%	17%	15%	-%	-%	100%	-%	17%	18%	17%	18%	17%	17%	19%	21%
		c					abd									
DE	700	189	243	268	-	-	-	700	321	379	618	81	577	70	39	14
	20%	21%	18%	22%	-%	-%	-%	100%	19%	22%	21%	17%	20%	23%	24%	16%
				b			abc		a							
Refused	4	4	-	-	-	-	-	-	1	2	2	1	4	-	-	-
	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	-%
		bc														

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 7

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

P7. SERVICE COVERED WITH RESPONDENT

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Standalone Pay TV	811	811	-	-	-	531	156	124	-	-	-	-	-	-	-	-	-
	24%	100%	-%	-%	-%	100%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%
		bcd															
Triple Play	885	-	885	-	-	-	-	-	600	156	129	-	-	-	-	-	-
	26%	-%	100%	-%	-%	-%	-%	-%	100%	100%	100%	-%	-%	-%	-%	-%	-%
			acd														
Dual Play	854	-	-	854	-	-	-	-	-	-	-	548	170	136	-	-	-
	25%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	100%	100%	100%	-%	-%	-%
				abd													
Mobile phone	881	-	-	-	881	-	-	-	-	-	-	-	-	-	534	452	191
	26%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	100%
				abc													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 7

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

P7. SERVICE COVERED WITH RESPONDENT

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Standalone Pay TV	811	162	327	320	278	242	138	153	432	378	685	121	659	89	37	26
	24%	18%	25%	27%	28%	22%	23%	22%	25%	22%	23%	26%	23%	30%	23%	30%
			a	a	bcd				b				a			
Triple Play	885	229	389	267	264	291	159	171	457	428	794	89	749	68	47	21
	26%	25%	29%	22%	26%	26%	27%	24%	26%	25%	27%	19%	26%	23%	29%	24%
			ac								b					
Dual Play	854	164	317	371	246	281	130	197	420	433	706	144	717	72	48	17
	25%	18%	24%	31%	24%	25%	22%	28%	24%	26%	24%	31%	25%	24%	29%	20%
			a	ab				ac				a				
Mobile phone	881	350	297	234	222	302	174	179	420	457	764	112	755	71	32	23
	26%	39%	22%	20%	22%	27%	29%	26%	24%	27%	26%	24%	26%	24%	20%	26%
		bc				a	a	a					c			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 8

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

PROVIDER FOR SERVICE COVERED

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Sky	1253	765	395	71	21	501	149	116	274	70	51	44	16	12	17	15	4
	37%	94%	45%	8%	2%	94%	95%	93%	46%	45%	39%	8%	9%	9%	3%	3%	2%
		bcd	cd	d													
BT	476	-	121	328	27	-	-	-	88	10	24	188	68	72	17	8	14
	14%	-%	14%	38%	3%	-%	-%	-%	15%	6%	18%	34%	40%	53%	3%	2%	7%
			ad	abd	a				b		b			ab			ab
Virgin	474	46	279	88	61	30	7	9	164	69	45	47	30	11	30	23	23
	14%	6%	32%	10%	7%	6%	5%	7%	27%	45%	35%	9%	18%	8%	6%	5%	12%
			acd	ad					a				ac				ab
EE/ Orange / T-Mobile	308	-	15	60	233	-	-	-	12	1	2	45	11	4	162	143	37
	9%	-%	2%	7%	26%	-%	-%	-%	2%	1%	1%	8%	6%	3%	30%	32%	19%
			a	ab	abc				c			c			c		c
TalkTalk	233	-	60	154	18	-	-	-	50	4	7	120	15	19	11	10	4
	7%	-%	7%	18%	2%	-%	-%	-%	8%	2%	5%	22%	9%	14%	2%	2%	2%
			ad	abd	a				b			bc					
O2	184	-	1	1	181	-	-	-	1	-	1	1	1	-	113	102	34
	5%	-%	*%	*%	21%	-%	-%	-%	*%	-%	1%	*%	*%	-%	21%	23%	18%
					abc												
Vodafone	138	-	2	16	119	-	-	-	2	-	-	16	1	-	77	64	24
	4%	-%	*%	2%	14%	-%	-%	-%	*%	-%	-%	3%	*%	-%	14%	14%	12%
				ab	abc							bc					
'3' / Three Mobile	94	-	1	1	93	-	-	-	1	-	-	-	-	1	59	46	25
	3%	-%	*%	*%	11%	-%	-%	-%	*%	-%	-%	-%	-%	1%	11%	10%	13%
					abc									a			
Plusnet	69	-	2	65	2	-	-	-	2	-	-	53	10	2	-	-	2
	2%	-%	*%	8%	*%	-%	-%	-%	*%	-%	-%	10%	6%	2%	-%	-%	1%
				abd								c	c				ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 8

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

PROVIDER FOR SERVICE COVERED

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Tesco	60 2%	- -%	2 *%	1 *%	57 6% abc	- -%	- -%	- -%	1 *%	1 1%	- -%	1 *%	- -%	- -%	29 5%	24 5%	10 5%
Giff Gaff	38 1%	- -%	- -%	1 *%	38 4% abc	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	9 2%	8 2%	7 4% a
Post Office	24 1%	- -%	- -%	24 3% abd	- -%	- -%	- -%	- -%	- -%	- -%	- -%	11 2%	7 4%	5 4%	- -%	- -%	- -%
KCom	16 *%	- -%	1 *%	16 2% abd	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	6 1%	7 4% a	3 2%	- -%	- -%	- -%
Utility Warehouse	15 *%	- -%	3 *%	11 1% abd	2 *%	- -%	- -%	- -%	3 *%	- -%	- -%	6 1%	3 2%	2 2%	- -%	- -%	1 1%
iD	9 *%	- -%	- -%	- -%	9 1% abc	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	6 1%	6 1%	2 1%
SSE	7 *%	- -%	- -%	4 1% ab	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	4 1%	1 *%	- -%	- -%	- -%	- -%
John Lewis	2 *%	- -%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	1 *%	- -%	- -%	- -%
Primus	2 *%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%
AOL	1 *%	- -%	1 *%	- -%	* *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 8

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

PROVIDER FOR SERVICE COVERED

Base : All respondents

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Other	28	-	1	9	18	-	-	-	1	-	-	3	1	5	4	4	4
	1%	-%	*%	1%	2%	ab	ab		*%	ab	ab	1%	1%	3%	1%	1%	2%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 8

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

PROVIDER FOR SERVICE COVERED

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Sky	1253	302	534	416	393	394	221	245	644	607	1060	186	1016	122	71	44
	37%	33%	40%	35%	39%	35%	37%	35%	37%	36%	36%	40%	35%	41%	43%	51%
			ac											a	a	a
BT	476	80	175	221	160	155	73	88	261	216	366	109	404	42	21	10
	14%	9%	13%	19%	16%	14%	12%	13%	15%	13%	12%	23%	14%	14%	13%	11%
			a	ab	cd				b			a				
Virgin	474	119	185	170	150	144	87	93	233	241	465	7	412	40	17	5
	14%	13%	14%	14%	15%	13%	15%	13%	13%	14%	16%	2%	14%	13%	10%	6%
											b		d	d		
EE/ Orange / T-Mobile	308	116	110	81	81	114	61	50	159	145	263	44	267	23	15	3
	9%	13%	8%	7%	8%	10%	10%	7%	9%	9%	9%	9%	9%	8%	9%	3%
		bc				d	d						d		d	
TalkTalk	233	47	87	97	56	76	37	65	111	120	207	26	195	19	13	5
	7%	5%	7%	8%	5%	7%	6%	9%	6%	7%	7%	5%	7%	6%	8%	5%
				a				abc								
O2	184	83	62	39	44	68	41	29	73	111	162	21	152	11	6	14
	5%	9%	5%	3%	4%	6%	7%	4%	4%	7%	5%	5%	5%	4%	4%	16%
		bc	c			d	ad			a						abc
Vodafone	138	37	56	44	33	45	26	33	61	77	113	25	116	16	3	3
	4%	4%	4%	4%	3%	4%	4%	5%	4%	5%	4%	5%	4%	5%	2%	3%
'3' / Three Mobile	94	55	22	17	30	31	11	22	49	45	81	13	81	9	3	1
	3%	6%	2%	1%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	1%
		bc														
Plusnet	69	11	29	29	19	28	9	13	28	41	59	10	61	1	6	1
	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	*%	4%	1%
				a									b		b	
Tesco	60	8	25	26	12	21	10	17	32	28	50	9	51	5	3	1
	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
				a				a								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 8

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

PROVIDER FOR SERVICE COVERED

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Giff Gaff	38 1%	21 2% bc	11 1%	7 1%	11 1%	11 1%	7 1%	9 1%	19 1%	19 1%	35 1%	2 *%	33 1%	4 1%	1 1%	- -%
Post Office	24 1%	2 *%	11 1%	10 1%	6 1%	7 1%	2 *%	9 1% c	14 1%	9 1%	20 1%	4 1%	16 1%	6 2% a	1 1%	- -%
KCom	16 *%	2 *%	5 *%	9 1%	1 *%	6 1% a	6 1% a	4 1% a	7 *%	9 1%	15 1%	1 *%	16 1%	- -%	- -%	- -%
Utility Warehouse	15 *%	2 *%	4 *%	9 1%	7 1% c	6 *%	- -%	3 *%	10 1%	6 *%	13 *%	2 1%	13 *%	1 *%	1 1%	- -%
iD	9 *%	2 *%	4 *%	3 *%	2 *%	3 *%	1 *%	3 *%	4 *%	5 *%	8 *%	* *%	9 *%	- -%	- -%	- -%
SSE	7 *%	2 *%	1 *%	3 *%	3 *%	1 *%	2 *%	1 *%	5 *%	2 *%	5 *%	1 *%	7 *%	- -%	- -%	- -%
John Lewis	2 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%	- -%	2 *%	- -%	- -%	- -%
Primus	2 *%	2 *% c	- -%	- -%	- -%	- -%	2 *%	1 *%	1 *%	1 *%	2 *%	- -%	2 *%	- -%	- -%	- -%
AOL	1 *%	* *% -	- -%	1 *%	* *% -	- -%	1 *%	- -%	1 *%	* *% -	1 *%	- -%	1 *%	- -%	- -%	- -%
Other	28 1%	10 1%	7 1%	11 1%	2 *%	6 1%	4 1%	17 2% abc	15 1%	13 1%	24 1%	4 1%	24 1%	1 *%	3 2%	1 1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 9

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

MOBILE SERVICE PROVIDER - SUMMARY

Base : Those interviewed about their mobile phone service

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Unweighted total	1136	-	-	-	1136	-	-	-	-	-	-	-	-	-	586	456	292
Effective Weighted Sample	883	-	-	-	883	-	-	-	-	-	-	-	-	-	462	368	248
Total	881	-	-	-	881	-	-	-	-	-	-	-	-	-	534	452	191
TOTAL EE	324	**	**	**	324	**	**	**	**	**	**	**	**	**	209	174	77
	37%	**	**	**	37%	**	**	**	**	**	**	**	**	**	39%	38%	40%
TOTAL O2	294	**	**	**	294	**	**	**	**	**	**	**	**	**	162	144	55
	33%	**	**	**	33%	**	**	**	**	**	**	**	**	**	30%	32%	29%
TOTAL VODAFONE	119	**	**	**	119	**	**	**	**	**	**	**	**	**	77	64	24
	14%	**	**	**	14%	**	**	**	**	**	**	**	**	**	14%	14%	12%
TOTAL 3	101	**	**	**	101	**	**	**	**	**	**	**	**	**	65	52	27
	12%	**	**	**	12%	**	**	**	**	**	**	**	**	**	12%	11%	14%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 9

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

MOBILE SERVICE PROVIDER - SUMMARY

Base : Those interviewed about their mobile phone service

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	1136	393	359	383	296	351	202	282	517	616	979	150	974	93	41	28
Effective Weighted Sample	883	313	278	319	221	290	155	225	407	478	757	121	748	82	35	20
Total	881	350	297	234	222	302	174	179	420	457	764	112	755	71	32	23
TOTAL EE	324	126	107	90	81	117	66	57	169	150	281	41	284	**	**	**
	37%	36%	36%	39%	37%	39%	38%	32%	40%	33%	37%	37%	38%	**	**	**
									b							
TOTAL O2	294	116	103	74	69	104	65	55	128	166	257	35	245	**	**	**
	33%	33%	35%	32%	31%	34%	37%	31%	30%	36%	34%	31%	32%	**	**	**
									a							
TOTAL VODAFONE	119	36	44	39	28	40	23	29	48	71	99	20	98	**	**	**
	14%	10%	15%	17%	12%	13%	13%	16%	11%	16%	13%	18%	13%	**	**	**
				a					a							
TOTAL 3	101	56	26	20	32	33	13	24	52	49	87	13	88	**	**	**
	12%	16%	9%	8%	14%	11%	7%	13%	12%	11%	11%	12%	12%	**	**	**
		bc			c			c								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 10

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S4. (SHOWCARD) Which of these best describes the mobile phone package you personally use most often?

Base : Those interviewed about their mobile phone service

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Unweighted total	1136	-	-	-	1136	-	-	-	-	-	-	-	-	-	586	456	292
Effective Weighted Sample	883	-	-	-	883	-	-	-	-	-	-	-	-	-	462	368	248
Total	881	-	-	-	881	-	-	-	-	-	-	-	-	-	534	452	191
Prepay/ pay as you go	195	**	**	**	195	**	**	**	**	**	**	**	**	**	-	-	-
	22%	**	**	**	22%	**	**	**	**	**	**	**	**	**	-%	-%	-%
Monthly contract / SIM only	686	**	**	**	686	**	**	**	**	**	**	**	**	**	534	452	191
	78%	**	**	**	78%	**	**	**	**	**	**	**	**	**	100%	100%	100%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 10

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
S4. (SHOWCARD) Which of these best describes the mobile phone package you personally use most often?

Base : Those interviewed about their mobile phone service

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	1136	393	359	383	296	351	202	282	517	616	979	150	974	93	41	28
Effective Weighted Sample	883	313	278	319	221	290	155	225	407	478	757	121	748	82	35	20
Total	881	350	297	234	222	302	174	179	420	457	764	112	755	71	32	23
Prepay/ pay as you go	195	70	48	77	39	59	33	63	98	97	166	28	163	**	**	**
	22%	20%	16%	33%	18%	20%	19%	35%	23%	21%	22%	25%	22%	**	**	**
				ab				abc								
Monthly contract / SIM only	686	280	249	157	182	243	141	116	322	360	599	84	592	**	**	**
	78%	80%	84%	67%	82%	80%	81%	65%	77%	79%	78%	75%	78%	**	**	**
		c	c		d	d	d									

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 11

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S5. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those interviewed about their mobile phone service who have a monthly contract/ SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	799	-	-	-	799	-	-	-	-	-	-	-	-	-	586	456	292
Effective Weighted Sample	630	-	-	-	630	-	-	-	-	-	-	-	-	-	462	368	248
Total	686	-	-	-	686	-	-	-	-	-	-	-	-	-	534	452	191
A monthly contract including a new handset	495	**	**	**	495	**	**	**	**	**	**	**	**	**	452	452	-
	72%	**	**	**	72%	**	**	**	**	**	**	**	**	**	85%	100%	-%
															c	ac	
SIM only - no handset included in the deal - on a 30 day rolling contract	82	**	**	**	82	**	**	**	**	**	**	**	**	**	-	-	82
	12%	**	**	**	12%	**	**	**	**	**	**	**	**	**	-%	-%	43%
																	ab
SIM only - no handset included in the deal - on a 12 month contract	84	**	**	**	84	**	**	**	**	**	**	**	**	**	72	-	84
	12%	**	**	**	12%	**	**	**	**	**	**	**	**	**	13%	-%	44%
															b		ab
SIM only - no handset included in the deal - not sure of length of contract	24	**	**	**	24	**	**	**	**	**	**	**	**	**	11	-	24
	4%	**	**	**	4%	**	**	**	**	**	**	**	**	**	2%	-%	13%
															b		ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 11

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S5. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those interviewed about their mobile phone service who have a monthly contract/ SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	799	285	275	238	221	264	143	167	358	438	693	101	690	65	28	16
Effective Weighted Sample	630	234	217	194	167	220	116	131	286	345	544	82	538	59	24	11
Total	686	280	249	157	182	243	141	116	322	360	599	84	592	54	25	16
A monthly contract including a new handset	495	209	193	94	129	174	110	81	226	267	427	66	420	**	**	**
	72%	75%	78%	60%	71%	72%	78%	70%	70%	74%	71%	78%	71%	**	**	**
		c	c													
SIM only - no handset included in the deal - on a 30 day rolling contract	82	30	22	30	19	28	12	21	44	36	74	8	75	**	**	**
	12%	11%	9%	19%	10%	12%	9%	18%	14%	10%	12%	9%	13%	**	**	**
				ab				ac								
SIM only - no handset included in the deal - on a 12 month contract	84	35	25	24	28	34	10	11	41	43	74	10	77	**	**	**
	12%	13%	10%	15%	16%	14%	7%	10%	13%	12%	12%	12%	13%	**	**	**
					c	c										
SIM only - no handset included in the deal - not sure of length of contract	24	6	9	10	6	7	9	3	11	14	24	1	20	**	**	**
	4%	2%	4%	6%	3%	3%	6%	2%	3%	4%	4%	1%	3%	**	**	**
				a												

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 12

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q45. (SHOWCARD) When, if at all, did you last CHANGE the company that provides your (SERVICE) without moving home – so you chose to make this change?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Within the last 12 months	416	61	116	126	113	58	1	2	107	3	5	117	5	4	79	66	22
	12%	8%	13%	15%	13%	11%	1%	2%	18%	2%	4%	21%	3%	3%	15%	15%	11%
			a	a	a	bc			bc			bc					
1-2 years ago	411	64	100	119	128	54	3	7	84	10	6	97	14	8	86	76	29
	12%	8%	11%	14%	15%	10%	2%	6%	14%	6%	5%	18%	8%	6%	16%	17%	15%
			a	a	ab	b		b	bc			bc					
Longer ago than 2 years	1173	205	364	273	331	134	43	28	233	79	52	155	68	50	201	168	81
	34%	25%	41%	32%	38%	25%	27%	22%	39%	51%	40%	28%	40%	36%	38%	37%	42%
			ac	a	ac				a			a	a	a			
Have never changed	1337	460	280	310	287	274	107	79	161	61	58	167	77	65	158	132	54
	39%	57%	32%	36%	33%	52%	69%	64%	27%	39%	45%	31%	45%	48%	30%	29%	28%
		bcd		b			a	a	a	a	a	a	a	a			
Don't remember	91	21	26	22	22	11	2	8	15	3	8	9	4	9	10	9	5
	3%	3%	3%	3%	3%	2%	2%	7%	2%	2%	6%	2%	2%	6%	2%	2%	3%
								ab			ab			a			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 12

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q45. (SHOWCARD) When, if at all, did you last CHANGE the company that provides your (SERVICE) without moving home – so you chose to make this change?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Within the last 12 months	416	160	175	81	102	142	74	97	203	213	362	51	361	32	22	2
	12%	18%	13%	7%	10%	13%	12%	14%	12%	13%	12%	11%	13%	11%	13%	3%
		bc	c		a		a				d	d	d	d	d	
1-2 years ago	411	143	162	106	121	137	73	79	216	195	360	47	353	34	14	10
	12%	16%	12%	9%	12%	12%	12%	11%	12%	12%	12%	10%	12%	11%	8%	12%
		bc	c													
Longer ago than 2 years	1173	261	489	422	390	394	184	204	617	553	1011	160	984	99	59	30
	34%	29%	37%	35%	39%	35%	31%	29%	36%	33%	34%	34%	34%	33%	36%	35%
			a	a	cd	cd			b							
Have never changed	1337	309	469	556	375	417	247	298	658	676	1129	202	1099	133	64	41
	39%	34%	35%	47%	37%	37%	41%	43%	38%	40%	38%	43%	38%	44%	39%	47%
				ab			ab				a		a	a		
Don't remember	91	31	33	26	21	26	21	22	33	56	85	6	81	3	4	3
	3%	3%	2%	2%	2%	2%	4%	3%	2%	3%	3%	1%	3%	1%	2%	3%
		c							a		b		b			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 13

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q46. (SHOWCARD) When, if at all, have you made contact with your (SERVICE) to do one or more of the following: To ask for a discount for your service? To add extra or improved services? To reduce or downgrade any of your services?

Base : Those who have not changed provider for their (SERVICE) in the last 2 years

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3127	802	772	726	827	490	177	135	476	165	131	412	172	142	403	311	212
Effective Weighted Sample	2577	668	652	621	636	403	150	116	407	137	109	345	152	124	312	246	182
Total	2600	686	669	605	640	419	152	115	409	143	118	331	149	124	370	310	140
Within the last 12 months	842	257	271	183	130	211	26	21	216	35	20	152	20	11	101	74	43
	32%	38%	41%	30%	20%	50%	17%	18%	53%	25%	17%	46%	13%	9%	27%	24%	31%
		cd	cd	d		bc			bc			bc					
Longer ago than 12 months	585	169	160	124	132	100	40	30	80	40	40	52	38	35	81	71	30
	22%	25%	24%	21%	21%	24%	26%	26%	20%	28%	34%	16%	25%	28%	22%	23%	22%
							a	a		a	a		a	a			
Have never contacted my provider to ask for one or more of these things	1095	237	220	282	356	99	83	56	100	66	53	122	90	70	175	155	60
	42%	35%	33%	47%	56%	24%	54%	49%	24%	46%	45%	37%	60%	57%	47%	50%	43%
			ab	abc		a	a		a	a		a	a	a			
Don't remember	78	22	19	15	22	10	3	9	13	2	4	5	2	8	12	9	7
	3%	3%	3%	2%	3%	2%	2%	8%	3%	1%	4%	2%	1%	6%	3%	3%	5%
								ab						ab			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 13

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q46. (SHOWCARD) When, if at all, have you made contact with your (SERVICE) to do one or more of the following: To ask for a discount for your service? To add extra or improved services? To reduce or downgrade any of your services?

Base : Those who have not changed provider for their (SERVICE) in the last 2 years

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	3127	598	1112	1413	980	887	505	753	1483	1639	2659	460	2620	270	150	87
Effective Weighted Sample	2577	499	914	1229	799	751	419	639	1232	1350	2188	384	2145	230	130	72
Total	2600	601	991	1005	785	836	452	524	1308	1286	2225	368	2164	234	128	74
Within the last 12 months	842	177	334	329	291	268	130	152	432	407	715	127	699	62	54	**
	32%	29%	34%	33%	37%	32%	29%	29%	33%	32%	32%	34%	32%	26%	43%	**
					bcd								b	ab		
Longer ago than 12 months	585	133	244	208	171	208	100	105	314	268	497	86	493	43	31	**
	22%	22%	25%	21%	22%	25%	22%	20%	24%	21%	22%	23%	23%	18%	24%	**
			c		d				b							
Have never contacted my provider to ask for one or more of these things	1095	272	380	443	307	335	204	250	537	559	941	149	909	123	39	**
	42%	45%	38%	44%	39%	40%	45%	48%	41%	43%	42%	41%	42%	53%	30%	**
		b	b			a	ab				c	ac				
Don't remember	78	19	34	25	16	26	18	17	24	52	72	6	62	7	4	**
	3%	3%	3%	2%	2%	3%	4%	3%	2%	4%	3%	2%	3%	3%	3%	**
						a			a		b					

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 14

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q47. (SHOWCARD) At any time in the last 2 years, have you considered changing the provider for your (SERVICE)?

Base : Those who have not changed provider for their (SERVICE) in the last 2 years and have not initiated contact with their (SERVICE) provider to make a change in the last 12 months

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	2078	484	447	490	657	231	144	109	219	122	106	212	149	129	279	229	145
Effective Weighted Sample	1701	401	377	423	501	186	122	94	187	102	89	178	132	113	216	180	125
Total	1758	429	398	421	510	208	126	95	193	108	97	179	129	113	269	235	97
Yes - and I actively started to look for an alternative provider	182 10%	44 10%	54 14%	36 9%	48 9%	30 14%	11 9%	3 3%	32 16%	21 19%	2 2%	23 13%	8 6%	5 4%	30 11%	28 12%	8 9%
Yes - but I did not actively start to look around for an alternative provider	389 22%	106 25%	104 26%	96 23%	83 16%	51 24%	35 28%	20 21%	54 28%	21 19%	30 30%	49 27%	33 25%	14 13%	44 16%	39 17%	13 13%
No	1166 66%	278 65%	231 58%	287 68%	371 73%	126 61%	80 63%	72 76%	104 54%	61 57%	65 67%	105 58%	89 68%	94 83%	187 70%	161 68%	75 77%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 14

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q47. (SHOWCARD) At any time in the last 2 years, have you considered changing the provider for your (SERVICE)?

Base : Those who have not changed provider for their (SERVICE) in the last 2 years and have not initiated contact with their (SERVICE) provider to make a change in the last 12 months

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2078	416	723	938	605	594	352	526	977	1098	1765	305	1738	195	88	57
Effective Weighted Sample	1701	342	592	816	488	502	288	444	804	902	1444	253	1409	167	78	47
Total	1758	425	657	676	494	568	322	372	875	879	1510	241	1464	172	73	49
Yes - and I actively started to look for an alternative provider	182 10%	47 11%	71 11%	65 10%	58 12%	60 10%	32 10%	34 9%	104 12%	78 9%	156 10%	26 11%	154 10%	12 7%	**	**
Yes - but I did not actively start to look around for an alternative provider	389 22%	92 22%	163 25%	135 20%	126 26%	121 21%	71 22%	71 19%	194 22%	192 22%	330 22%	58 24%	321 22%	42 24%	**	**
No	1166 66%	275 65%	419 64%	472 70%	304 62%	386 68%	211 65%	264 71%	565 65%	599 68%	1007 67%	153 63%	970 66%	118 68%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 15

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q48. (SHOWCARD) Which one of the following best describes your current thinking regarding changing the company that provides your (SERVICE)?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
I am actively looking for a new provider at the moment	222 6%	42 5%	67 8%	53 6%	60 7%	34 6%	6 4%	2 1%	52 9%	14 9%	1 1%	43 8%	9 5%	1 1%	39 7%	34 8%	7 4%
I am open to the idea of a new provider	1044 30%	272 34%	292 33%	258 30%	221 25%	191 36%	54 35%	27 21%	202 34%	54 34%	36 28%	180 33%	51 30%	26 19%	143 27%	128 28%	43 23%
I am not interested in a new provider	2161 63%	498 61%	526 59%	539 63%	599 68%	306 58%	96 61%	96 77%	346 58%	88 56%	92 71%	323 59%	108 63%	108 80%	352 66%	290 64%	140 74%
					abc			ab			ab			ab			ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 15

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q48. (SHOWCARD) Which one of the following best describes your current thinking regarding changing the company that provides your (SERVICE)?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
I am actively looking for a new provider at the moment	222 6%	74 8%	98 7%	50 4%	86 9%	61 5%	41 7%	34 5%	119 7%	101 6%	187 6%	33 7%	196 7%	14 5%	9 6%	3 3%
		c	c		bd											
I am open to the idea of a new provider	1044 30%	298 33%	443 33%	303 25%	331 33%	358 32%	165 27%	188 27%	559 32%	484 29%	904 31%	134 29%	889 31%	74 25%	50 30%	31 36%
		c	c		cd	cd			b				b			b
I am not interested in a new provider	2161 63%	531 59%	788 59%	840 70%	591 58%	696 62%	393 65%	478 68%	1048 61%	1109 65%	1856 63%	299 64%	1793 62%	212 71%	104 64%	53 61%
				ab		a	a	ab		a				a		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 16

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q49. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE)?

Base : Those who are not looking for a new provider and not open to the idea of a new provider

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	~b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	2577	574	581	641	781	357	109	108	387	92	102	396	122	123	381	286	211
Effective Weighted Sample	2134	488	494	548	605	299	94	94	333	77	85	331	109	109	299	230	178
Total	2161	498	526	539	599	306	96	96	346	88	92	323	108	108	352	290	140
Very satisfied	1056 49%	218 44%	243 46%	261 48%	334 56% abc	127 41%	44 46%	47 49%	159 46%	** **	41 45%	142 44%	61 57% a	58 54%	187 53%	156 54%	76 54%
Fairly satisfied	910 42%	226 45% d	239 45% d	219 41%	226 38%	149 49%	40 42%	38 39%	161 46%	** **	40 44%	146 45% bc	37 34%	36 33%	144 41%	115 40%	59 42%
Neither satisfied nor dissatisfied	150 7%	39 8% d	36 7%	46 9% d	28 5%	21 7%	8 9%	11 11%	21 6%	** **	8 9%	27 8%	9 9%	10 9%	14 4% c	14 5% c	1 1%
Fairly dissatisfied	31 1%	11 2% d	6 1%	9 2%	5 1%	7 2%	3 3%	1 1%	5 1%	** **	1 1%	5 2%	- -%	4 3% b	4 1%	4 1%	* *%
Very dissatisfied	8 *%	2 *%	2 *%	3 *%	2 *%	2 1%	- -%	- -%	1 *%	** **	1 1%	3 1%	- -%	- -%	1 *%	1 *%	- -%
Don't know	6 *%	2 *%	- -%	1 *%	3 1%	2 1%	- -%	- -%	- -%	** **	- -%	1 *%	- -%	1 1%	2 1%	- -%	3 2% ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 16

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
Q49. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE)?

Base : Those who are not looking for a new provider and not open to the idea of a new provider

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2577	539	870	1165	731	744	424	674	1173	1400	2195	377	2149	244	125	59
Effective Weighted Sample	2134	454	713	1014	602	638	352	563	984	1152	1813	320	1769	209	108	48
Total	2161	531	788	840	591	696	393	478	1048	1109	1856	299	1793	212	104	53
Very satisfied	1056 49%	252 48%	371 47%	432 51%	258 44%	330 47%	215 55% ab	251 53% a	523 50%	533 48%	903 49%	151 50%	867 48%	109 52%	54 52%	** **
Fairly satisfied	910 42%	234 44% c	349 44% c	326 39%	278 47% cd	306 44% cd	143 36%	183 38%	427 41%	481 43%	781 42%	126 42%	759 42%	86 41%	41 40%	** **
Neither satisfied nor dissatisfied	150 7%	39 7%	53 7%	56 7%	40 7%	46 7%	30 8%	34 7%	76 7%	73 7%	135 7%	15 5%	127 7%	15 7%	5 5%	** **
Fairly dissatisfied	31 1%	2 *% a	10 1%	19 2% a	13 2%	10 1%	3 1%	5 1%	16 2%	15 1%	28 2%	3 1%	27 1%	* *% b	3 3% b	** **
Very dissatisfied	8 *% a	1 *% a	2 *% a	5 1%	2 *% a	2 *% a	3 1%	2 *% a	4 *% a	4 *% a	5 *% a	4 1% a	7 *% a	1 *% a	1 1% a	** **
Don't know	6 *% a	2 *% a	2 *% a	2 *% a	- -% a	2 *% a	- -% a	3 1% a	2 *% a	3 *% a	5 *% a	2 1% a	6 *% a	- -% a	* *% a	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 17

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q50. (SHOWCARD) How much do you agree or disagree with the following statement about (PROVIDER) – 'They are the best provider of (SERVICE) on the market'?

Base : Those who are not looking for a new provider and not open to the idea of a new provider who are satisfied with the overall service provider by their (SERVICE) provider

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	~b	~c	a	~b	~c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	2336	510	532	568	726	321	95	94	358	85	89	349	112	107	358	267	203
Effective Weighted Sample	1933	432	452	486	564	268	82	82	307	71	74	292	100	95	281	215	172
Total	1966	444	482	480	560	276	84	84	319	81	81	288	98	94	332	272	135
Agree strongly	649	174	161	139	176	109	**	**	107	**	**	77	35	26	99	89	36
	33%	39%	33%	29%	31%	40%	**	**	34%	**	**	27%	36%	28%	30%	33%	27%
		bcd															
Agree slightly	688	166	186	153	182	109	**	**	127	**	**	98	27	27	117	95	49
	35%	37%	39%	32%	33%	40%	**	**	40%	**	**	34%	28%	29%	35%	35%	36%
			cd														
Neither agree nor disagree	437	72	94	129	142	46	**	**	62	**	**	76	22	31	87	66	38
	22%	16%	19%	27%	25%	17%	**	**	19%	**	**	26%	23%	33%	26%	24%	28%
				ab	ab												
Disagree slightly	49	7	11	16	16	5	**	**	9	**	**	14	2	-	11	8	4
	2%	2%	2%	3%	3%	2%	**	**	3%	**	**	5%	2%	-%	3%	3%	3%
												c					
Disagree strongly	5	1	2	1	1	-	**	**	1	**	**	1	-	-	1	1	-
	*%	*%	*%	*%	*%	-%	**	**	*%	**	**	*%	-%	-%	*%	*%	-%
Don't know	138	24	29	42	44	6	**	**	13	**	**	22	11	10	16	13	7
	7%	5%	6%	9%	8%	2%	**	**	4%	**	**	8%	11%	10%	5%	5%	5%
				a													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 17

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q50. (SHOWCARD) How much do you agree or disagree with the following statement about (PROVIDER) – 'They are the best provider of (SERVICE) on the market'?

Base : Those who are not looking for a new provider and not open to the idea of a new provider who are satisfied with the overall service provider by their (SERVICE) provider

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2336	489	787	1058	658	678	385	612	1060	1274	1984	347	1946	224	113	53
Effective Weighted Sample	1933	414	644	923	540	580	321	509	890	1045	1638	293	1601	191	98	43
Total	1966	486	720	758	536	636	358	434	950	1014	1683	276	1626	196	96	48
Agree strongly	649	170	240	239	172	186	146	145	327	322	558	87	520	78	40	**
	33%	35%	33%	32%	32%	29%	41%	33%	34%	32%	33%	32%	32%	40%	42%	**
							abd							a	a	
Agree slightly	688	185	269	233	189	234	113	151	338	349	601	84	578	69	27	**
	35%	38%	37%	31%	35%	37%	32%	35%	36%	34%	36%	30%	36%	35%	28%	**
		c	c													
Neither agree nor disagree	437	98	148	190	130	156	63	88	203	232	358	79	379	27	20	**
	22%	20%	21%	25%	24%	25%	17%	20%	21%	23%	21%	28%	23%	14%	20%	**
				ab	c	c						a	b			
Disagree slightly	49	14	20	15	10	16	10	13	24	25	38	11	40	4	1	**
	2%	3%	3%	2%	2%	2%	3%	3%	3%	2%	2%	4%	2%	2%	1%	**
Disagree strongly	5	2	1	2	2	2	1	-	2	3	4	1	4	*	-	**
	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	**
Don't know	138	18	42	78	34	43	24	38	56	83	124	15	104	18	8	**
	7%	4%	6%	10%	6%	7%	7%	9%	6%	8%	7%	5%	6%	9%	9%	**
				ab						a						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 18

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q1. (SHOWCARD) How long have you been with (PROVIDER) for your (SERVICE)? Please give your best estimate if you're not sure.

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Less than 3 months	85 2%	10 1%	21 2% a	31 4% a	23 3% a	10 2%	- -%	- -%	19 3% b	- -%	2 1%	30 5% bc	- -%	1 1%	16 3%	11 2%	8 4%
3-6 months	138 4%	20 3%	38 4% a	42 5% a	37 4% a	20 4% bc	- -%	1 *%	37 6% bc	- -%	1 1%	36 7% b	- -%	6 5% b	23 4%	17 4%	9 5%
7-12 months	284 8%	47 6%	62 7% a	92 11% ab	82 9% a	46 9% bc	1 1%	- -%	61 10% bc	- -%	1 1%	77 14% b	5 3%	11 8% b	56 10%	50 11%	14 8%
13-18 months (1-1.5 years)	247 7%	39 5%	67 8% a	65 8% a	76 9% a	36 7% bc	1 *%	3 2%	57 10% bc	7 5%	3 2%	51 9% bc	7 4%	6 4%	52 10%	46 10%	18 9%
19-24 months (1.5-2 years)	232 7%	30 4%	70 8% a	56 7% a	77 9% a	23 4% b	- -%	7 6% b	59 10% bc	6 4%	5 4%	47 9% bc	5 3%	3 2%	47 9%	37 8%	20 11%
More than 2 years, up to 4 years	529 15%	97 12%	147 17% a	139 16% a	146 17% a	74 14% b	11 7%	12 10%	98 16% bc	28 18%	22 17%	90 16% bc	32 19%	17 13%	86 16%	71 16%	31 16%
More than 4 years, up to 6 years	425 12%	83 10%	116 13% a	108 13% a	119 14% a	51 10%	17 11%	14 11%	79 13% bc	22 14%	14 11%	67 12% bc	24 14%	17 13%	76 14%	69 15% c	20 10%
More than 6 years, up to 10 years	453 13%	101 12%	134 15% c	99 12% c	119 13% c	55 10%	26 17% a	21 17% a	75 13% bc	31 20% a	27 21% a	55 10% bc	29 17% a	15 11% a	72 13%	60 13%	26 13%
More than 10 years	919 27%	362 45% bcd	195 22% bcd	192 23% bcd	169 19% bcd	206 39% bcd	96 62% ac	61 49% a	104 17% bc	54 35% a	36 28% a	89 16% bc	61 36% a	42 31% a	94 18%	81 18%	36 19%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 18

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q1. (SHOWCARD) How long have you been with (PROVIDER) for your (SERVICE)? Please give your best estimate if you're not sure.

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Don't know/ can't remember	119	22	35	30	33	12	4	6	11	6	18	6	7	16	13	11	10
	3%	3%	4%	3%	4%	2%	3%	5%	2%	4%	14%	1%	4%	12%	2%	2%	5%
											ab		a	ab			ab
TIME WITH PROVIDER																	
UP TO 2 YEARS	985	146	258	286	295	134	2	10	233	14	11	241	17	28	193	160	69
	29%	18%	29%	33%	33%	25%	1%	8%	39%	9%	9%	44%	10%	20%	36%	35%	36%
			a	ab	ab	bc		b	bc			bc		b			
MORE THAN 2 UP TO 4 YEARS	529	97	147	139	146	74	11	12	98	28	22	90	32	17	86	71	31
	15%	12%	17%	16%	17%	14%	7%	10%	16%	18%	17%	16%	19%	13%	16%	16%	16%
			a	a	a	b											
MORE THAN 4 UP TO 10 YEARS	879	184	249	207	238	106	43	35	154	53	42	122	53	33	148	129	45
	26%	23%	28%	24%	27%	20%	28%	28%	26%	34%	32%	22%	31%	24%	28%	29%	24%
			ac	a	a	a	a	a	a	a	a	a	a	a			
MORE THAN 10 YEARS	919	362	195	192	169	206	96	61	104	54	36	89	61	42	94	81	36
	27%	45%	22%	23%	19%	39%	62%	49%	17%	35%	28%	16%	36%	31%	18%	18%	19%
		bcd					ac	a		a	a		a	a			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 18

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q1. (SHOWCARD) How long have you been with (PROVIDER) for your (SERVICE)? Please give your best estimate if you're not sure.

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	NORTHRN IRELAND d
Significance Level: 95%																
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Less than 3 months	85 2%	38 4%	31 2%	16 1%	16 2%	25 2%	23 4%	21 3%	48 3%	36 2%	78 3%	7 1%	75 3%	5 2%	4 3%	- -%
		bc	c				ab	a								
3-6 months	138 4%	55 6%	57 4%	25 2%	26 3%	42 4%	36 6%	34 5%	66 4%	72 4%	117 4%	19 4%	118 4%	12 4%	8 5%	- -%
		c	c				ab	a					d	d	d	
7-12 months	284 8%	120 13%	117 9%	46 4%	80 8%	98 9%	41 7%	64 9%	131 8%	150 9%	249 8%	31 7%	240 8%	29 10%	12 7%	2 3%
		bc	c										d	d		
13-18 months (1-1.5 years)	247 7%	99 11%	86 6%	62 5%	70 7%	90 8%	35 6%	51 7%	137 8%	110 6%	223 8%	23 5%	210 7%	20 7%	12 7%	5 6%
		bc									b					
19-24 months (1.5-2 years)	232 7%	86 10%	94 7%	52 4%	70 7%	75 7%	41 7%	45 6%	121 7%	112 7%	200 7%	31 7%	206 7%	14 5%	7 4%	5 6%
		bc	c													
More than 2 years, up to 4 years	529 15%	162 18%	222 17%	145 12%	164 16%	185 17%	86 14%	95 14%	259 15%	271 16%	453 15%	74 16%	445 15%	47 16%	25 15%	12 14%
		c	c													
More than 4 years, up to 6 years	425 12%	127 14%	164 12%	134 11%	120 12%	135 12%	73 12%	97 14%	220 13%	206 12%	364 12%	59 13%	360 13%	35 12%	18 11%	12 14%
		c														
More than 6 years, up to 10 years	453 13%	108 12%	178 13%	166 14%	139 14%	145 13%	87 15%	82 12%	220 13%	233 14%	393 13%	59 13%	376 13%	42 14%	22 13%	14 16%
More than 10 years	919 27%	77 9%	341 26%	498 42%	302 30%	277 25%	159 27%	181 26%	487 28%	430 25%	769 26%	148 32%	747 26%	91 31%	50 30%	31 35%
			a	ab	bd				b			a				a

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 18

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q1. (SHOWCARD) How long have you been with (PROVIDER) for your (SERVICE)? Please give your best estimate if you're not sure.

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Don't know/ can't remember	119	31	39	48	23	45	18	31	41	76	105	14	103	5	6	5
	3%	3%	3%	4%	2%	4%	3%	4%	2%	5%	4%	3%	4%	2%	4%	6%
					a			a		a						b
TIME WITH PROVIDER																
UP TO 2 YEARS	985	399	385	201	262	330	177	215	503	480	866	111	849	80	44	13
	29%	44%	29%	17%	26%	30%	29%	31%	29%	28%	29%	24%	29%	27%	27%	15%
		bc	c			a		a			b		d	d	d	
MORE THAN 2 UP TO 4 YEARS	529	162	222	145	164	185	86	95	259	271	453	74	445	47	25	12
	15%	18%	17%	12%	16%	17%	14%	14%	15%	16%	15%	16%	15%	16%	15%	14%
		c	c													
MORE THAN 4 UP TO 10 YEARS	879	236	343	300	259	280	161	179	440	439	757	118	736	76	40	26
	26%	26%	26%	25%	26%	25%	27%	26%	25%	26%	26%	25%	26%	26%	24%	30%
MORE THAN 10 YEARS	919	77	341	498	302	277	159	181	487	430	769	148	747	91	50	31
	27%	9%	26%	42%	30%	25%	27%	26%	28%	25%	26%	32%	26%	31%	30%	35%
			a	ab	bd				b			a				a

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 19

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q2. (SHOWCARD) How confident are you that the current deal you have for your (SERVICE) is the best deal for you?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																		
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Very confident	(4.0)	947 28%	197 24%	226 25%	215 25%	309 35% abc	139 26%	33 21%	25 20%	162 27%	33 21%	31 24%	151 28% b	30 17%	34 25%	175 33%	146 32%	69 36%
Fairly confident	(3.0)	1515 44%	366 45%	381 43%	372 44%	396 45%	253 48% b	57 37%	56 45%	274 46% b	56 36%	51 40%	245 45%	66 39%	61 45%	256 48%	213 47%	93 49%
Not very confident	(2.0)	590 17%	151 19% d	178 20% d	160 19% d	101 11%	92 17%	36 23%	23 19%	113 19%	39 25%	26 20%	100 18%	43 25% ac	17 13%	70 13% c	63 14% c	15 8%
Not at all confident	(1.0)	227 7%	57 7% d	66 7% d	65 8% d	38 4%	30 6%	18 11% a	9 7%	36 6%	20 13% a	10 8%	39 7%	19 11%	8 6%	16 3%	16 4%	5 2%
LEVEL OF CONFIDENCE																		
TOTAL CONFIDENT	2462 72%	563 69%	607 69%	587 69%	705 80% abc	392 74% bc	91 58%	80 65%	435 73% bc	89 57%	82 64%	397 72% b	96 56%	94 69% b	431 81%	359 80%	162 85%	
TOTAL NOT CONFIDENT	817 24%	208 26% d	245 28% d	225 26% d	139 16%	123 23%	53 34% a	32 26%	149 25%	59 38% a	36 28%	138 25%	62 36% ac	26 19%	86 16% c	79 18% c	20 10%	
Don't know	152 4%	41 5%	33 4%	41 5%	37 4%	17 3%	12 8% a	12 10% a	15 3%	7 5%	10 8% a	12 2%	13 7% a	16 12% a	17 3%	13 3%	9 5%	
Mean	2.970	2.913	2.900	2.907	3.156 abc	2.973 b	2.739	2.858	2.959 b	2.688	2.872	2.953 b	2.678	3.001 b	3.141	3.116	3.245 b	
Standard error	.01	.03	.03	.03	.02	.03	.07	.07	.03	.07	.08	.03	.07	.07	.03	.04	.04	
Columns Tested: a,b,c,d - a,b,c - a,b,c - a,b,c - a,b,c																		

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 19

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q2. (SHOWCARD) How confident are you that the current deal you have for your (SERVICE) is the best deal for you?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Very confident	(4.0)	947	276	364	307	238	318	187	203	466	480	815	128	780	95	54	18
		28%	31%	27%	26%	24%	28%	31%	29%	27%	28%	28%	28%	27%	32%	33%	21%
			c			a	a	a						d	d		
Fairly confident	(3.0)	1515	439	558	518	445	501	256	312	773	742	1312	199	1286	135	61	34
		44%	48%	42%	43%	44%	45%	43%	45%	45%	44%	44%	43%	45%	45%	37%	39%
			bc											c			
Not very confident	(2.0)	590	129	266	194	200	200	93	97	300	286	501	84	504	43	22	20
		17%	14%	20%	16%	20%	18%	16%	14%	17%	17%	17%	18%	18%	14%	14%	23%
				ac		cd	d									bc	
Not at all confident	(1.0)	227	39	92	96	86	58	39	43	112	115	188	37	192	14	16	4
		7%	4%	7%	8%	9%	5%	6%	6%	6%	7%	6%	8%	7%	5%	10%	5%
				a	a	bd										b	
LEVEL OF CONFIDENCE																	
TOTAL CONFIDENT	2462	714	922	825	682	819	443	515	1239	1222	2127	328	2065	230	115	52	
	72%	79%	69%	69%	68%	73%	74%	74%	72%	72%	72%	70%	72%	77%	70%	60%	
		bc				a	a	a					d	ad			
TOTAL NOT CONFIDENT	817	168	358	290	286	258	132	140	412	401	689	121	696	57	39	25	
	24%	19%	27%	24%	28%	23%	22%	20%	24%	24%	23%	26%	24%	19%	23%	28%	
			a	a	bcd								b		b		
Don't know	152	22	51	78	42	39	25	45	77	72	134	18	119	13	11	10	
	4%	2%	4%	7%	4%	3%	4%	6%	4%	4%	5%	4%	4%	4%	6%	12%	
				ab				abc								ab	
Mean	2.970	3.079	2.933	2.928	2.861	3.001	3.028	3.029	2.965	2.978	2.978	2.935	2.961	3.081	2.998	2.855	
		bc				a	a	a						a			
Standard error	.01	.03	.02	.02	.03	.02	.03	.03	.02	.02	.01	.04	.01	.04	.07	.09	
Columns Tested:		a,b,c - a,b,c,d - a,b - a,b - a,b,c,d															

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 20

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
Q3. (SHOWCARD) Which of the following best describes the status of your contracts for your (SERVICE)?

Base : Those responding about their Triple Play or Dual Play package

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	b	c	~d	~a	~b	~c	a	b	c	a	b	c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	2060	-	1021	1039	-	-	-	-	698	179	144	683	199	157	-	-	-
Effective Weighted Sample	1737	-	863	875	-	-	-	-	594	149	121	563	175	137	-	-	-
Total	1739	-	885	854	-	-	-	-	600	156	129	548	170	136	-	-	-
Both (DUAL)/ All (TRIPLE) will end at the same time and are still in contract	939 54%	**	465 53%	474 56%	**	**	**	**	448 75% bc	-	17 13% b	462 84% bc	-	11 8% b	**	**	**
Both (DUAL)/ All (TRIPLE) are still in contract and have different end dates	162 9%	**	88 10%	74 9%	**	**	**	**	85 14% bc	-	3 3% b	70 13% bc	-	4 3% b	**	**	**
All (TRIPLE) are still in contract and two services have the same end date and the other has a different end date	52 3%	**	52 6% c	-	**	**	**	**	49 8% bc	-	3 2% b	-	-	-	**	**	**
One of my services is in contract and one is out of contract (DUAL)/ One or more of my services are in contract and one or more are out of contract (TRIPLE)	43 2%	**	22 3%	21 2%	**	**	**	**	19 3% b	1 *%	3 2%	15 3%	2 1%	3 2%	**	**	**
Both (DUAL)/ All (TRIPLE) are now out of contract	323 19%	**	155 18%	168 20%	**	**	**	**	-	155 100% ac	-	-	168 99% ac	-	**	**	**
Don't know	220 13%	**	103 12%	117 14%	**	**	**	**	-	-	103 80% ab	-	-	117 86% ab	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 20

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
Q3. (SHOWCARD) Which of the following best describes the status of your contracts for your (SERVICE)?

Base : Those responding about their Triple Play or Dual Play package

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2060	382	798	878	640	590	319	511	968	1091	1771	283	1743	159	116	42
Effective Weighted Sample	1737	331	667	776	538	508	273	439	827	916	1490	243	1464	135	102	36
Total	1739	393	706	639	511	571	289	367	876	861	1501	233	1466	140	95	38
Both (DUAL)/ All (TRIPLE) will end at the same time and are still in contract	939 54%	217 55%	388 55%	333 52%	272 53%	323 57%	161 56%	183 50%	477 54%	462 54%	798 53%	138 59%	794 54%	69 50%	53 56%	** **
Both (DUAL)/ All (TRIPLE) are still in contract and have different end dates	162 9%	57 14%	59 8%	46 7%	45 9%	49 9%	35 12%	34 9%	94 11%	69 8%	143 10%	19 8%	140 10%	11 8%	9 10%	** **
All (TRIPLE) are still in contract and two services have the same end date and the other has a different end date	52 3%	17 4%	23 3%	12 2%	15 3%	17 3%	11 4%	9 2%	25 3%	27 3%	46 3%	6 3%	46 3%	2 1%	3 3%	** **
One of my services is in contract and one is out of contract (DUAL)/ One or more of my services are in contract and one or more are out of contract (TRIPLE)	43 2%	10 3%	16 2%	16 3%	11 2%	11 2%	7 3%	13 3%	19 2%	24 3%	40 3%	3 1%	41 3%	- -%	1 1%	** **
Both (DUAL)/ All (TRIPLE) are now out of contract	323 19%	40 10%	149 21%	133 21%	109 21%	102 18%	39 14%	72 20%	176 20%	146 17%	278 19%	43 19%	260 18%	37 26%	23 24%	** **
Don't know	220 13%	51 13%	71 10%	98 15%	58 11%	70 12%	36 13%	56 15%	86 10%	134 16%	196 13%	24 10%	186 13%	21 15%	7 7%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 21

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

CONTRACT STATUS FOR DUAL PLAY AND TRIPLE PLAY

Base : Those responding about their Triple Play or Dual Play package

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	b	c	~d	~a	~b	~c	a	b	c	a	b	c	~a	~b	~c
Unweighted total	2060	-	1021	1039	-	-	-	-	698	179	144	683	199	157	-	-	-
Effective Weighted Sample	1737	-	863	875	-	-	-	-	594	149	121	563	175	137	-	-	-
Total	1739	-	885	854	-	-	-	-	600	156	129	548	170	136	-	-	-
DIFFERENT CONTRACTS OR MIX IN AND OUT OF CONTRACT	257 15%	** **	162 18% c	95 11%	** **	** **	** **	** **	152 25% bc	1 *% ac	9 7% b	85 16% bc	2 1% ac	8 6% b	** **	** **	** **
SAME STATUS FOR BOTH/ ALL CONTRACTS	1262 73%	** **	620 70%	642 75% b	** **	** **	** **	** **	448 75% c	155 100% ac	17 13%	462 84% c	168 99% ac	11 8%	** **	** **	** **
DON'T KNOW	220 13%	** **	103 12%	117 14%	** **	** **	** **	** **	- -% ab	- -% ab	103 80%	- -% ab	- -% ab	117 86%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 21

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

CONTRACT STATUS FOR DUAL PLAY AND TRIPLE PLAY

Base : Those responding about their Triple Play or Dual Play package

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2060	382	798	878	640	590	319	511	968	1091	1771	283	1743	159	116	42
Effective Weighted Sample	1737	331	667	776	538	508	273	439	827	916	1490	243	1464	135	102	36
Total	1739	393	706	639	511	571	289	367	876	861	1501	233	1466	140	95	38
DIFFERENT CONTRACTS OR MIX IN AND OUT OF CONTRACT	257 15%	84 21% bc	98 14%	74 12%	71 14%	77 13%	53 18%	56 15%	137 16%	120 14%	229 15%	28 12%	226 15% b	13 9%	12 13%	** **
SAME STATUS FOR BOTH/ ALL CONTRACTS	1262 73%	257 66%	537 76% a	466 73% a	381 75% d	425 74%	200 69%	255 69%	653 75% b	608 71%	1076 72%	182 78% a	1054 72%	106 76%	75 80%	** **
DON'T KNOW	220 13%	51 13%	71 10%	98 15% b	58 11%	70 12%	36 13%	56 15%	86 10%	134 16% a	196 13%	24 10%	186 13%	21 15% c	7 7%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 22

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q4. (SHOWCARD) (TEXT IF HAVE DIFFERENT CONTRACTS OR A MIX OF SERVICES IN AND OUT OF CONTRACT - As far as the contract that ends first is concerned...)

Which of the following best describes your awareness of when your contract with (PROVIDER) for your (SERVICE) ends?

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	SERVICE					PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	3681	946	1021	1039	675	618	182	146	698	179	144	683	199	157	586	456	168
Effective Weighted Sample	3058	794	863	875	533	515	154	126	594	149	121	563	175	137	462	368	141
Total	3154	811	885	854	604	531	156	124	600	156	129	548	170	136	534	452	109
I know exactly when my contract ends - I know the date and the month	568 18%	131 16%	145 16%	122 14%	170 28% abc	131 25% bc	- -%	- -%	145 24% bc	- -%	- -%	122 22% bc	- -%	- -%	170 32% c	150 33% c	20 18%
I know roughly when my contract ends - I know the month	882 28%	192 24%	243 28% a	234 27%	213 35% abc	192 36% bc	- -%	- -%	243 41% bc	- -%	- -%	234 43% bc	- -%	- -%	213 40% c	186 41% c	28 25%
I have some idea of when my contract ends - within a month or two	388 12%	95 12%	101 11%	95 11%	97 16% abc	95 18% bc	- -%	- -%	101 17% bc	- -%	- -%	95 17% bc	- -%	- -%	97 18% bc	77 17%	20 18%
I have very little or no idea of when my contract ends - but I know I am still in contract	376 12%	113 14% d	111 13% d	97 11%	54 9%	113 21% bc	- -%	- -%	111 18% bc	- -%	- -%	97 18% bc	- -%	- -%	54 10%	39 9%	15 14%
I don't know whether or not my contract has ended	424 13%	124 15% d	129 15% d	136 16% d	34 6%	- -%	- -%	124 100% ab	- -%	- -%	129 100% ab	- -%	- -%	136 100% ab	- -%	- -%	10 9% ab
I know I am out of my contract period	517 16%	156 19% d	156 18% d	170 20% d	36 6%	- -%	156 100% ac	- -%	- -%	156 100% ac	- -%	- -%	170 100% ac	- -%	- -%	- -%	17 15% ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 22

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q4. (SHOWCARD) (TEXT IF HAVE DIFFERENT CONTRACTS OR A MIX OF SERVICES IN AND OUT OF CONTRACT - As far as the contract that ends first is concerned...)

Which of the following best describes your awareness of when your contract with (PROVIDER) for your (SERVICE) ends?

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d
Significance Level: 95%																
Unweighted total	3681	789	1392	1497	1170	1060	598	850	1743	1935	3142	524	3097	318	179	87
Effective Weighted Sample	3058	675	1146	1304	962	904	505	720	1462	1604	2605	442	2559	273	156	71
Total	3154	805	1260	1086	952	1029	556	616	1586	1563	2710	430	2642	279	154	79
I know exactly when my contract ends - I know the date and the month	568 18%	164 20%	226 18%	178 16%	193 20%	176 17%	106 19%	91 15%	319 20%	249 16%	481 18%	83 19%	471 18%	53 19%	29 19%	** **
I know roughly when my contract ends -I know the month	882 28%	270 34%	373 30%	240 22%	260 27%	295 29%	173 31%	153 25%	436 27%	444 28%	771 28%	111 26%	758 29%	60 21%	46 30%	** **
I have some idea of when my contract ends - within a month or two	388 12%	105 13%	160 13%	121 11%	125 13%	124 12%	61 11%	77 13%	200 13%	186 12%	329 12%	54 12%	327 12%	35 12%	12 8%	** **
I have very little or no idea of when my contract ends - but I know I am still in contract	376 12%	96 12%	144 11%	136 13%	102 11%	139 13%	50 9%	85 14%	168 11%	207 13%	316 12%	59 14%	308 12%	35 13%	19 12%	** **
I don't know whether or not my contract has ended	424 13%	103 13%	139 11%	182 17%	103 11%	127 12%	85 15%	108 18%	184 12%	240 15%	364 13%	59 14%	349 13%	45 16%	19 12%	** **
I know I am out of my contract period	517 16%	68 8%	219 17%	230 21%	169 18%	168 16%	80 14%	101 16%	279 18%	237 15%	449 17%	65 15%	430 16%	51 18%	29 19%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 23

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q5. (SHOWCARD) For how long now have you been out of your contract with (PROVIDER) for your (SERVICE) – so when did your contract run out? Please give your best estimate if you're not sure.

Base : Those who are out of contract for their (SERVICE) excluding SIM only 30 day and Pay As You Go for Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	~d	~a	b	~c	~a	b	~c	~a	b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	605	182	179	199	45	-	182	-	-	179	-	-	199	-	-	-	24
Effective Weighted Sample	513	154	149	175	35	-	154	-	-	149	-	-	175	-	-	-	22
Total	517	156	156	170	36	-	156	-	-	156	-	-	170	-	-	-	17
Ended in the last month	9 2%	1 1%	5 3%	2 1%	** **	** **	1 1%	** **	** **	5 3%	** **	** **	2 1%	** **	** **	** **	** **
Ended 1-3 months ago	35 7%	3 2%	17 11%	11 6%	** **	** **	3 2%	** **	** **	17 11%	** **	** **	11 6%	** **	** **	** **	** **
Ended 4-6 months ago	36 7%	8 5%	8 5%	17 10%	** **	** **	8 5%	** **	** **	8 5%	** **	** **	17 10%	** **	** **	** **	** **
Ended 7-12 months ago	37 7%	7 5%	16 10%	10 6%	** **	** **	7 5%	** **	** **	16 10%	** **	** **	10 6%	** **	** **	** **	** **
Ended 13-18 months ago (1-1.5 years)	25 5%	3 2%	10 6%	11 7%	** **	** **	3 2%	** **	** **	10 6%	** **	** **	11 7%	** **	** **	** **	** **
Ended 19-24 months (1.5-2 years)	27 5%	8 5%	8 5%	8 5%	** **	** **	8 5%	** **	** **	8 5%	** **	** **	8 5%	** **	** **	** **	** **
Ended over 2 years ago	195 38%	80 51%	50 32%	56 33%	** **	** **	80 51%	** **	** **	50 32%	** **	** **	56 33%	** **	** **	** **	** **
Not sure when it ran out	154 30%	45 29%	41 27%	56 33%	** **	** **	45 29%	** **	** **	41 27%	** **	** **	56 33%	** **	** **	** **	** **
WHEN CONTRACT ENDED																	
IN LAST 2 YEARS	169 33%	30 20%	64 41%	58 34%	** **	** **	30 20%	** **	** **	64 41%	** **	** **	58 34%	** **	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 23

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q5. (SHOWCARD) For how long now have you been out of your contract with (PROVIDER) for your (SERVICE) – so when did your contract run out? Please give your best estimate if you're not sure.

Base : Those who are out of contract for their (SERVICE) excluding SIM only 30 day and Pay As You Go for Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	~d	~a	b	~c	~a	b	~c	~a	b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	605	182	179	199	45	-	182	-	-	179	-	-	199	-	-	-	24
Effective Weighted Sample	513	154	149	175	35	-	154	-	-	149	-	-	175	-	-	-	22
Total	517	156	156	170	36	-	156	-	-	156	-	-	170	-	-	-	17
OVER 2 YEARS AGO	195	80	50	56	**	**	80	**	**	50	**	**	56	**	**	**	**
	38%	51%	32%	33%	**	**	51%	**	**	32%	**	**	33%	**	**	**	**
		bc															
UNSURE WHEN ENDED	154	45	41	56	**	**	45	**	**	41	**	**	56	**	**	**	**
	30%	29%	27%	33%	**	**	29%	**	**	27%	**	**	33%	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 23

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q5. (SHOWCARD) For how long now have you been out of your contract with (PROVIDER) for your (SERVICE) – so when did your contract run out? Please give your best estimate if you're not sure.

Base : Those who are out of contract for their (SERVICE) excluding SIM only 30 day and Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 ~a	35-54 b	55+ c	AB a	C1 b	C2 ~c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	605	61	244	299	200	180	91	134	306	298	526	76	506	57	35	7
Effective Weighted Sample	513	52	204	266	170	151	79	117	260	255	449	61	428	49	32	5
Total	517	68	219	230	169	168	80	101	279	237	449	65	430	51	29	7
Ended in the last month	9 2%	** **	6 3%	2 1%	4 2%	2 1%	** **	1 1%	5 2%	3 1%	9 2%	** **	7 2%	** **	** **	** **
Ended 1-3 months ago	35 7%	** **	16 7%	14 6%	9 6%	11 7%	** **	11 11%	15 6%	19 8%	30 7%	** **	29 7%	** **	** **	** **
Ended 4-6 months ago	36 7%	** **	18 8%	11 5%	11 7%	12 7%	** **	8 7%	21 8%	15 6%	26 6%	** **	33 8%	** **	** **	** **
Ended 7-12 months ago	37 7%	** **	15 7%	17 7%	16 9%	13 8%	** **	4 4%	24 9%	13 6%	31 7%	** **	34 8%	** **	** **	** **
Ended 13-18 months ago (1-1.5 years)	25 5%	** **	9 4%	10 4%	10 6%	9 6%	** **	2 2%	18 6%	7 3%	22 5%	** **	22 5%	** **	** **	** **
Ended 19-24 months (1.5-2 years)	27 5%	** **	16 7%	5 2%	6 4%	11 7%	** **	5 4%	14 5%	13 5%	23 5%	** **	21 5%	** **	** **	** **
Ended over 2 years ago	195 38%	** **	82 38%	94 41%	66 39%	58 35%	** **	36 35%	99 36%	95 40%	172 38%	** **	155 36%	** **	** **	** **
Not sure when it ran out	154 30%	** **	57 26%	77 33%	45 27%	50 30%	** **	35 34%	82 29%	71 30%	136 30%	** **	130 30%	** **	** **	** **
WHEN CONTRACT ENDED																
IN LAST 2 YEARS	169 33%	** **	80 36%	59 26%	57 34%	59 35%	** **	31 30%	98 35%	71 30%	141 31%	** **	145 34%	** **	** **	** **
OVER 2 YEARS AGO	195 38%	** **	82 38%	94 41%	66 39%	58 35%	** **	36 35%	99 36%	95 40%	172 38%	** **	155 36%	** **	** **	** **
UNSURE WHEN ENDED	154 30%	** **	57 26%	77 33%	45 27%	50 30%	** **	35 34%	82 29%	71 30%	136 30%	** **	130 30%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 24

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q6. (SHOWCARD) How long do you have to go until your contract/s with (PROVIDER) for your (SERVICE) end/s? Please give your best estimate if you're not sure.

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	3681	946	1021	1039	675	618	182	146	698	179	144	683	199	157	586	456	168
Effective Weighted Sample	3058	794	863	875	533	515	154	126	594	149	121	563	175	137	462	368	141
Total	3154	811	885	854	604	531	156	124	600	156	129	548	170	136	534	452	109
I am out of my minimum contract period/on a rolling monthly contract	673	220	190	201	62	46	156	18	25	156	10	20	169	12	26	21	22
	21%	27%	21%	24%	10%	9%	100%	14%	4%	100%	7%	4%	99%	9%	5%	5%	20%
		bd	d	d			ac	a		ac			ac	a			ab
Ends in one month or less	73	18	16	13	26	18	-	-	16	-	-	13	-	-	26	24	2
	2%	2%	2%	1%	4%	3%	-%	-%	3%	-%	-%	2%	-%	-%	5%	5%	2%
					abc	bc			bc			b					
Ends in between 1 and 3 months	252	52	80	65	55	52	-	-	80	-	-	63	-	3	55	48	7
	8%	6%	9%	8%	9%	10%	-%	-%	13%	-%	-%	11%	-%	2%	10%	11%	7%
			a		a	bc			bc			bc		b			
Ends in 4-6 months	505	122	151	119	113	120	-	2	149	-	2	113	-	5	111	89	22
	16%	15%	17%	14%	19%	23%	-%	2%	25%	-%	1%	21%	-%	4%	21%	20%	20%
			c		c	bc			bc			bc		b			
Ends in 7-12 months	715	145	196	216	158	141	-	4	188	-	9	210	-	6	156	126	31
	23%	18%	22%	25%	26%	27%	-%	3%	31%	-%	7%	38%	-%	4%	29%	28%	28%
			a	a	a	bc		b	bc		b	bc		b			
Ends in 13-18 months	287	59	81	68	80	57	-	1	79	-	2	62	-	6	80	76	4
	9%	7%	9%	8%	13%	11%	-%	1%	13%	-%	2%	11%	-%	4%	15%	17%	4%
					abc	bc			bc			bc		b	c	c	
Ends in 19-24 months (1.5-2 years)	77	8	21	13	36	8	-	-	18	-	3	11	-	1	35	35	-
	2%	1%	2%	1%	6%	2%	-%	-%	3%	-%	2%	2%	-%	1%	6%	8%	-%
			a		abc				b			b			c	c	
Ends in over 2 years	30	7	7	7	9	5	-	2	5	-	2	6	-	2	9	8	1
	1%	1%	1%	1%	1%	1%	-%	2%	1%	-%	1%	1%	-%	1%	2%	2%	1%
Not sure when it runs out	582	182	173	162	65	85	-	97	71	-	103	57	-	105	36	25	20
	18%	22%	20%	19%	11%	16%	-%	78%	12%	-%	80%	10%	-%	77%	7%	6%	18%
		d	d	d		b		ab	b		ab	b		ab			ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 24

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q6. (SHOWCARD) How long do you have to go until your contract/s with (PROVIDER) for your (SERVICE) end/s? Please give your best estimate if you're not sure.

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3681	946	1021	1039	675	618	182	146	698	179	144	683	199	157	586	456	168
Effective Weighted Sample	3058	794	863	875	533	515	154	126	594	149	121	563	175	137	462	368	141
Total	3154	811	885	854	604	531	156	124	600	156	129	548	170	136	534	452	109
IN CONTRACT AT Q4 BUT OUT OF MCP/ ON ROLLING MONTHLY CONTRACT AT Q6	117 4%	46 6%	25 3%	20 2%	26 4%	46 9%	- -%	- -%	25 4%	- -%	- -%	20 4%	- -%	- -%	26 5%	21 5%	6 5%
		bc			c	bc			bc			bc					

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 24

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Q6. (SHOWCARD) How long do you have to go until your contract/s with (PROVIDER) for your (SERVICE) end/s? Please give your best estimate if you're not sure.

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d
Unweighted total	3681	789	1392	1497	1170	1060	598	850	1743	1935	3142	524	3097	318	179	87
Effective Weighted Sample	3058	675	1146	1304	962	904	505	720	1462	1604	2605	442	2559	273	156	71
Total	3154	805	1260	1086	952	1029	556	616	1586	1563	2710	430	2642	279	154	79
I am out of my minimum contract period/on a rolling monthly contract	673	97	290	283	222	216	103	132	369	301	582	88	561	68	34	**
	21%	12%	23%	26%	23%	21%	19%	21%	23%	19%	21%	20%	21%	24%	22%	**
			a	a	c				b							
Ends in one month or less	73	25	31	17	23	27	9	14	35	37	66	6	67	5	-	**
	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	2%	-%	**
			c										c			
Ends in between 1 and 3 months	252	80	119	53	90	66	48	49	130	122	222	30	220	17	8	**
	8%	10%	9%	5%	9%	6%	9%	8%	8%	8%	8%	7%	8%	6%	5%	**
			c		b											
Ends in 4-6 months	505	143	220	142	157	164	101	82	280	225	432	67	430	36	20	**
	16%	18%	17%	13%	16%	16%	18%	13%	18%	14%	16%	16%	16%	13%	13%	**
			c				d		b							
Ends in 7-12 months	715	222	269	223	195	261	122	137	359	353	608	103	575	68	47	**
	23%	28%	21%	21%	20%	25%	22%	22%	23%	23%	22%	24%	22%	24%	30%	**
			bc			a									a	
Ends in 13-18 months	287	79	113	95	92	89	53	54	135	152	246	41	254	20	12	**
	9%	10%	9%	9%	10%	9%	9%	9%	9%	10%	9%	10%	10%	7%	7%	**
Ends in 19-24 months (1.5-2 years)	77	28	26	23	25	24	18	10	31	45	65	12	66	7	3	**
	2%	4%	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	**
			bc													
Ends in over 2 years	30	10	6	14	8	10	6	7	14	16	27	3	27	1	2	**
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**
			b	b												
Not sure when it runs out	582	134	205	243	153	189	105	135	254	329	500	82	477	56	31	**
	18%	17%	16%	22%	16%	18%	19%	22%	16%	21%	18%	19%	18%	20%	20%	**
				ab				ab		a						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 24

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q6. (SHOWCARD) How long do you have to go until your contract/s with (PROVIDER) for your (SERVICE) end/s? Please give your best estimate if you're not sure.

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	3681	789	1392	1497	1170	1060	598	850	1743	1935	3142	524	3097	318	179	87
Effective Weighted Sample	3058	675	1146	1304	962	904	505	720	1462	1604	2605	442	2559	273	156	71
Total	3154	805	1260	1086	952	1029	556	616	1586	1563	2710	430	2642	279	154	79
IN CONTRACT AT Q4 BUT OUT OF MCP/ ON ROLLING MONTHLY CONTRACT AT Q6	117 4%	19 2%	61 5%	36 3%	46 5%	33 3%	18 3%	20 3%	71 4%	45 3%	99 4%	18 4%	100 4%	10 3%	4 3%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 25

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN EARLIEST CONTRACT WILL END

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	SERVICE					PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																	
Unweighted total	3681	946	1021	1039	675	618	182	146	698	179	144	683	199	157	586	456	168
Effective Weighted Sample	3058	794	863	875	533	515	154	126	594	149	121	563	175	137	462	368	141
Total	3154	811	885	854	604	531	156	124	600	156	129	548	170	136	534	452	109
I am out of my minimum contract period/on a rolling monthly contract	673 21%	220 27% bd	190 21% d	201 24% d	62 10%	46 9%	156 100% ac	18 14% a	25 4%	156 100% ac	10 7%	20 4%	169 99% ac	12 9% a	26 5%	21 5%	22 20% ab
Ends in one month or less	73 2%	18 2%	16 2%	13 1%	26 4% abc	18 3% bc	- -%	- -%	16 3% bc	- -%	- -%	13 2% b	- -%	- -%	26 5%	24 5%	2 2%
Ends in between 1 and 3 months	248 8%	52 6%	75 9%	65 8%	55 9% a	52 10% bc	- -%	- -%	75 13% bc	- -%	- -%	63 11% bc	- -%	3 2% b	55 10%	48 11%	7 7%
Ends in 4-6 months	500 16%	122 15%	147 17%	118 14%	113 19% c	120 23% bc	- -%	2 2%	146 24% bc	- -%	2 1%	112 21% bc	- -%	5 4% b	111 21%	89 20%	22 20%
Ends in 7-12 months	702 22%	145 18%	186 21%	212 25% ab	158 26% ab	141 27% bc	- -%	4 3% b	177 30% bc	- -%	9 7% b	206 38% bc	- -%	7 5% b	156 29%	126 28%	31 28%
Ends in 13-18 months	274 9%	59 7%	72 8%	64 8%	80 13% abc	57 11% bc	- -%	1 1%	70 12% bc	- -%	2 2%	60 11% bc	- -%	4 3% b	80 15% c	76 17% c	4 4%
Ends in 19-24 months (1.5-2 years)	74 2%	8 1%	19 2% a	11 1%	36 6% abc	8 2%	- -%	- -%	16 3% b	- -%	3 2%	11 2% b	- -%	- -%	35 6% c	35 8% c	- -%
Ends in over 2 years	29 1%	7 1%	6 1%	7 1%	9 1%	5 1%	- -%	2 2%	5 1%	- -%	2 1%	6 1%	- -%	2 1%	9 2%	8 2%	1 1%
Not sure when it runs out	580 18%	182 22% cd	173 20% d	160 19% d	65 11%	85 16% b	- -%	97 78% ab	71 12% b	- -%	102 79% ab	57 10% b	- -%	103 76% ab	36 7%	25 6%	20 18% ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 25

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN EARLIEST CONTRACT WILL END

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	3681	946	1021	1039	675	618	182	146	698	179	144	683	199	157	586	456	168
Effective Weighted Sample	3058	794	863	875	533	515	154	126	594	149	121	563	175	137	462	368	141
Total	3154	811	885	854	604	531	156	124	600	156	129	548	170	136	534	452	109
WHEN EARLIEST CONTRACT ENDS																	
OUT OF MINIMUM/ ON ROLLING MONTHLY CONTRACT	673	220	190	201	62	46	156	18	25	156	10	20	169	12	26	21	22
	21%	27%	21%	24%	10%	9%	100%	14%	4%	100%	7%	4%	99%	9%	5%	5%	20%
		bd	d	d			ac	a		ac			ac	a			ab
IN NEXT 6 MONTHS	821	192	239	196	194	189	-	2	237	-	2	188	-	8	192	161	32
	26%	24%	27%	23%	32%	36%	-%	2%	39%	-%	1%	34%	-%	6%	36%	36%	29%
			c		abc	bc			bc			bc		b			
IN NEXT 7-12 MONTHS	702	145	186	212	158	141	-	4	177	-	9	206	-	7	156	126	31
	22%	18%	21%	25%	26%	27%	-%	3%	30%	-%	7%	38%	-%	5%	29%	28%	28%
				ab	ab	bc		b	bc		b	bc		b			
OVER 12 MONTHS	377	73	97	83	124	70	-	3	91	-	6	77	-	6	123	119	4
	12%	9%	11%	10%	21%	13%	-%	3%	15%	-%	5%	14%	-%	4%	23%	26%	4%
					abc	bc		b	bc		b	bc		b	c	c	
UNSURE	580	182	173	160	65	85	-	97	71	-	102	57	-	103	36	25	20
	18%	22%	20%	19%	11%	16%	-%	78%	12%	-%	79%	10%	-%	76%	7%	6%	18%
		cd	d	d		b		ab	b		ab	b		ab			ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 25

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN EARLIEST CONTRACT WILL END

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	3681	789	1392	1497	1170	1060	598	850	1743	1935	3142	524	3097	318	179	87
Effective Weighted Sample	3058	675	1146	1304	962	904	505	720	1462	1604	2605	442	2559	273	156	71
Total	3154	805	1260	1086	952	1029	556	616	1586	1563	2710	430	2642	279	154	79
I am out of my minimum contract period/on a rolling monthly contract	673 21%	97 12%	290 23%	283 26%	222 23%	216 21%	103 19%	132 21%	369 23%	301 19%	582 21%	88 20%	561 21%	68 24%	34 22%	** **
Ends in one month or less	73 2%	25 3%	31 2%	17 2%	23 2%	27 3%	9 2%	14 2%	35 2%	37 2%	66 2%	6 1%	67 3%	5 2%	- -%	** **
Ends in between 1 and 3 months	248 8%	80 10%	115 9%	53 5%	89 9%	63 6%	47 8%	48 8%	127 8%	121 8%	218 8%	29 7%	216 8%	17 6%	8 5%	** **
Ends in 4-6 months	500 16%	142 18%	217 17%	141 13%	154 16%	163 16%	101 18%	81 13%	278 18%	223 14%	427 16%	67 16%	425 16%	36 13%	20 13%	** **
Ends in 7-12 months	702 22%	215 27%	265 21%	222 20%	190 20%	255 25%	119 21%	137 22%	351 22%	348 22%	596 22%	102 24%	564 21%	67 24%	46 30%	** **
Ends in 13-18 months	274 9%	74 9%	109 9%	92 8%	89 9%	83 8%	51 9%	52 8%	129 8%	145 9%	233 9%	41 10%	242 9%	20 7%	11 7%	** **
Ends in 19-24 months (1.5-2 years)	74 2%	28 4%	24 2%	22 2%	24 3%	24 2%	16 3%	9 2%	30 2%	44 3%	62 2%	12 3%	63 2%	7 3%	3 2%	** **
Ends in over 2 years	29 1%	10 1%	5 *%	14 1%	7 1%	10 1%	6 1%	7 1%	13 1%	16 1%	26 1%	3 1%	26 1%	1 *%	2 1%	** **
Not sure when it runs out	580 18%	134 17%	204 16%	243 22%	153 16%	189 18%	104 19%	134 22%	253 16%	328 21%	498 18%	82 19%	476 18%	56 20%	31 20%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 25

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHEN EARLIEST CONTRACT WILL END

Base : All except those responding about SIM only 30 day Mobile and Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d
Unweighted total	3681	789	1392	1497	1170	1060	598	850	1743	1935	3142	524	3097	318	179	87
Effective Weighted Sample	3058	675	1146	1304	962	904	505	720	1462	1604	2605	442	2559	273	156	71
Total	3154	805	1260	1086	952	1029	556	616	1586	1563	2710	430	2642	279	154	79
WHEN EARLIEST CONTRACT ENDS																
OUT OF MINIMUM/ ON ROLLING MONTHLY CONTRACT	673 21%	97 12%	290 23%	283 26%	222 23%	216 21%	103 19%	132 21%	369 23%	301 19%	582 21%	88 20%	561 21%	68 24%	34 22%	**
		a	a	c	b				b							**
IN NEXT 6 MONTHS	821 26%	247 31%	363 29%	211 19%	267 28%	253 25%	157 28%	143 23%	440 28%	381 24%	711 26%	103 24%	708 27%	59 21%	28 18%	**
		c	c	d	d				b				bc			**
IN NEXT 7-12 MONTHS	702 22%	215 27%	265 21%	222 20%	190 20%	255 25%	119 21%	137 22%	351 22%	348 22%	596 22%	102 24%	564 21%	67 24%	46 30%	**
		bc			a										a	**
OVER 12 MONTHS	377 12%	112 14%	138 11%	127 12%	120 13%	116 11%	73 13%	68 11%	173 11%	204 13%	321 12%	56 13%	331 13%	28 10%	15 10%	**
		b							a							**
UNSURE	580 18%	134 17%	204 16%	243 22%	153 16%	189 18%	104 19%	134 22%	253 16%	328 21%	498 18%	82 19%	476 18%	56 20%	31 20%	**
				ab				a	a							**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 26

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q7. (SHOWCARD) Have you ever tried to find out the specific date that your contract for your (SERVICE) with (PROVIDER) comes to an end or if it has ended?

Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	~b	c	a	~b	c	a	~b	c	a	b	c
Unweighted total	3076	764	842	840	630	618	-	146	698	-	144	683	-	157	586	456	144
Effective Weighted Sample	2545	640	714	700	499	515	-	126	594	-	121	563	-	137	462	368	118
Total	2637	656	729	684	569	531	-	124	600	-	129	548	-	136	534	452	92
Yes, tried but did NOT find my end of contract date	51 2%	13 2%	16 2%	15 2%	8 1%	11 2%	**	2 2%	16 3%	**	- -	14 2%	**	1 1%	8 1%	7 2%	* *%
Yes, tried and DID find my end of contract date	302 11%	61 9%	83 11%	62 9%	95 17% abc	60 11% c	**	1 *%	81 13% c	**	2 2%	62 11% c	**	- -	94 18% c	86 19% c	9 9%
TOTAL TRIED TO FIND END DATE	353 13%	74 11%	99 14%	77 11%	103 18% abc	71 13% c	**	3 2%	97 16% c	**	2 2%	76 14% c	**	1 1%	102 19% c	93 21% c	9 10%
I already know this/have a note of this, no need to look it up	646 24%	170 26%	168 23%	151 22%	157 28% bc	168 32% c	**	2 1%	163 27% c	**	4 3%	148 27% c	**	3 2%	156 29% c	136 30% c	21 23%
No, not tried to find this	1558 59%	398 61% d	431 59% d	431 63% d	298 52%	286 54%	**	112 90% a	328 55%	**	103 80% a	313 57%	**	118 86% a	267 50%	215 48%	60 66% ab
Don't know	80 3%	14 2%	31 4% ad	25 4% d	10 2%	6 1%	**	8 6% a	13 2%	**	19 14% a	10 2%	**	15 11% a	9 2%	8 2%	2 2%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 26

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q7. (SHOWCARD) Have you ever tried to find out the specific date that your contract for your (SERVICE) with (PROVIDER) comes to an end or if it has ended?

Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d	
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c		
Significance Level: 95%																	
Unweighted total	3076	728	1148	1198	970	880	507	716	1437	1637	2616	448	2591	261	144	80	
Effective Weighted Sample	2545	623	942	1038	791	753	426	603	1202	1350	2156	382	2131	224	124	66	
Total	2637	737	1042	857	783	861	476	515	1307	1326	2261	365	2212	227	125	72	
Yes, tried but did NOT find my end of contract date	51 2%	18 2%	21 2%	12 1%	16 2%	20 2%	4 1%	11 2%	27 2%	24 2%	43 2%	8 2%	42 2%	5 2%	3 2%	** **	
					c												
Yes, tried and DID find my end of contract date	302 11%	101 14%	135 13%	66 8%	106 14%	78 9%	63 13%	53 10%	151 12%	151 11%	242 11%	57 16%	254 11%	21 9%	15 12%	** **	
		c			bd		b					a					
TOTAL TRIED TO FIND END DATE	353 13%	119 16%	156 15%	78 9%	122 16%	98 11%	67 14%	65 13%	178 14%	174 13%	285 13%	65 18%	296 13%	26 11%	18 14%	** **	
		c			b						a						
I already know this/have a note of this, no need to look it up	646 24%	172 23%	258 25%	215 25%	240 31%	204 24%	103 22%	99 19%	341 26%	302 23%	575 25%	68 19%	547 25%	54 24%	28 22%	** **	
					bcd			d		b		b					
No, not tried to find this	1558 59%	419 57%	591 57%	547 64%	400 51%	544 63%	288 60%	325 63%	751 57%	806 61%	1328 59%	225 62%	1298 59%	144 63%	73 58%	** **	
				ab		a		a									
Don't know	80 3%	27 4%	36 3%	17 2%	20 3%	16 2%	18 4%	26 5%	37 3%	44 3%	73 3%	7 2%	70 3%	3 1%	6 5%	** **	
		c		c			b		ab						b		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 27

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q8. (SHOWCARD) How did you (try to) find out when your contract for your (SERVICE) comes to an end?

Base : Those who have ever tried to find out their contract end date for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	b	c	d	~a	~b	~c	a	~b	~c	~a	~b	~c	a	~b	~c
Unweighted total	428	94	124	100	110	90	-	4	122	-	2	99	-	1	109	95	14
Effective Weighted Sample	363	82	105	83	95	79	-	3	103	-	2	82	-	1	94	83	12
Total	353	74	99	77	103	71	-	3	97	-	2	76	-	1	102	93	9
I called my provider	140	**	44	27	31	**	**	**	44	**	**	**	**	**	30	**	**
	40%	**	44%	35%	30%	**	**	**	46%	**	**	**	**	**	30%	**	**
			d														
I accessed my online account/ looked on the app	138	**	35	29	52	**	**	**	34	**	**	**	**	**	51	**	**
	39%	**	35%	37%	50%	**	**	**	35%	**	**	**	**	**	50%	**	**
				b													
I emailed/ sent a message to my provider via their website/ webchat	54	**	21	10	9	**	**	**	20	**	**	**	**	**	9	**	**
	15%	**	21%	13%	9%	**	**	**	21%	**	**	**	**	**	9%	**	**
			d														
I referred back to my original contract	35	**	15	9	7	**	**	**	15	**	**	**	**	**	7	**	**
	10%	**	16%	11%	7%	**	**	**	16%	**	**	**	**	**	7%	**	**
			d														
I texted my provider	28	**	6	3	14	**	**	**	6	**	**	**	**	**	13	**	**
	8%	**	6%	4%	13%	**	**	**	6%	**	**	**	**	**	12%	**	**
				c													
I checked the notes I had made	25	**	9	5	4	**	**	**	9	**	**	**	**	**	4	**	**
	7%	**	9%	7%	4%	**	**	**	10%	**	**	**	**	**	4%	**	**
TOTAL CONTACTED PROVIDER	199	**	62	38	49	**	**	**	61	**	**	**	**	**	48	**	**
	56%	**	63%	50%	48%	**	**	**	63%	**	**	**	**	**	47%	**	**
			d														
Don't know	3	**	1	1	-	**	**	**	1	**	**	**	**	**	-	**	**
	1%	**	1%	2%	-%	**	**	**	1%	**	**	**	**	**	-%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 27

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q8. (SHOWCARD) How did you (try to) find out when your contract for your (SERVICE) comes to an end?

Base : Those who have ever tried to find out their contract end date for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 ~c	DE ~d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	428	130	179	119	157	105	75	90	206	222	350	74	363	30	21	14
Effective Weighted Sample	363	118	148	102	128	95	66	74	174	190	295	64	306	26	18	13
Total	353	119	156	78	122	98	67	65	178	174	285	65	296	26	18	12
I called my provider	140 40%	38 32%	69 44%	33 42%	41 33%	45 46%	** **	** **	66 37%	74 42%	113 40%	** **	118 40%	** **	** **	** **
			a		a											
I accessed my online account/ looked on the app	138 39%	50 42%	60 38%	28 36%	55 45%	32 33%	** **	** **	76 43%	62 36%	113 40%	** **	111 37%	** **	** **	** **
I emailed/ sent a message to my provider via their website/ webchat	54 15%	26 22%	22 14%	6 8%	26 21%	9 10%	** **	** **	26 15%	28 16%	44 15%	** **	49 16%	** **	** **	** **
			c		b											
I referred back to my original contract	35 10%	11 10%	19 12%	5 7%	15 12%	11 11%	** **	** **	21 12%	14 8%	30 11%	** **	32 11%	** **	** **	** **
I texted my provider	28 8%	11 9%	14 9%	4 5%	8 6%	6 7%	** **	** **	16 9%	12 7%	25 9%	** **	27 9%	** **	** **	** **
I checked the notes I had made	25 7%	7 6%	13 8%	6 7%	12 10%	2 2%	** **	** **	12 7%	13 7%	19 7%	** **	22 7%	** **	** **	** **
					b											
TOTAL CONTACTED PROVIDER	199 56%	66 56%	92 59%	41 52%	66 54%	56 57%	** **	** **	96 54%	102 59%	161 57%	** **	172 58%	** **	** **	** **
Don't know	3 1%	3 2%	- -%	1 1%	- -%	2 2%	** **	** **	1 *%	2 1%	3 1%	** **	3 1%	** **	** **	** **
			b													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 28

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q9. (SHOWCARD) How easy or difficult was it to find your contract end date for your (SERVICE)?

Base : Those who have ever succeeded in finding out their contract end date for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	b	~c	d	~a	~b	~c	a	~b	~c	~a	~b	~c	a	~b	~c
Significance Level: 95%																	
Unweighted total	363	74	103	84	102	73	-	1	101	-	2	84	-	-	101	88	13
Effective Weighted Sample	306	65	87	69	87	64	-	1	85	-	2	69	-	-	86	76	11
Total	302	61	83	62	95	60	-	1	81	-	2	62	-	-	94	86	9
Very easy	132	**	35	**	53	**	**	**	34	**	**	**	**	**	53	**	**
	44%	**	42%	**	56%	**	**	**	42%	**	**	**	**	**	56%	**	**
					b												
Fairly easy	140	**	40	**	37	**	**	**	40	**	**	**	**	**	37	**	**
	46%	**	48%	**	39%	**	**	**	49%	**	**	**	**	**	39%	**	**
TOTAL EASY	271	**	75	**	90	**	**	**	73	**	**	**	**	**	90	**	**
	90%	**	89%	**	95%	**	**	**	91%	**	**	**	**	**	96%	**	**
Fairly difficult	20	**	6	**	5	**	**	**	5	**	**	**	**	**	4	**	**
	7%	**	7%	**	5%	**	**	**	6%	**	**	**	**	**	4%	**	**
Very difficult	8	**	3	**	-	**	**	**	3	**	**	**	**	**	-	**	**
	3%	**	3%	**	-%	**	**	**	3%	**	**	**	**	**	-%	**	**
TOTAL DIFFICULT	28	**	9	**	5	**	**	**	7	**	**	**	**	**	4	**	**
	9%	**	11%	**	5%	**	**	**	9%	**	**	**	**	**	4%	**	**
Don't know	2	**	-	**	-	**	**	**	-	**	**	**	**	**	-	**	**
	1%	**	-%	**	-%	**	**	**	-%	**	**	**	**	**	-%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 28

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q9. (SHOWCARD) How easy or difficult was it to find your contract end date for your (SERVICE)?

Base : Those who have ever succeeded in finding out their contract end date for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 ~b	C2 ~c	DE ~d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	363	109	153	101	135	84	69	74	172	191	297	63	310	23	18	12
Effective Weighted Sample	306	99	125	87	108	75	62	61	144	163	248	55	259	20	16	11
Total	302	101	135	66	106	78	63	53	151	151	242	57	254	21	15	11
Very easy	132 44%	44 44%	55 41%	32 49%	37 35%	** **	** **	** **	61 40%	71 47%	102 42%	** **	103 41%	** **	** **	** **
Fairly easy	140 46%	51 51%	64 48%	24 36%	54 51%	** **	** **	** **	70 46%	69 46%	111 46%	** **	124 49%	** **	** **	** **
TOTAL EASY	271 90%	96 95%	119 89%	56 85%	91 86%	** **	** **	** **	131 87%	141 93%	213 88%	** **	227 89%	** **	** **	** **
Fairly difficult	20 7%	3 3%	10 8%	7 10%	11 10%	** **	** **	** **	13 9%	7 5%	19 8%	** **	18 7%	** **	** **	** **
Very difficult	8 3%	1 1%	4 3%	3 4%	5 4%	** **	** **	** **	7 5%	1 *%	8 3%	** **	7 3%	** **	** **	** **
TOTAL DIFFICULT	28 9%	4 4%	15 11%	9 14%	15 14%	** **	** **	** **	20 13%	8 5%	27 11%	** **	26 10%	** **	** **	** **
Don't know	2 1%	1 1%	1 *%	1 1%	- -%	** **	** **	** **	- -%	2 1%	2 1%	** **	2 1%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 29

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

**Q10A. (SHOWCARD) How useful would you find it to be contacted by your provider and told your contract for (SERVICE) is coming to an end, for example about 1-2 months before this happens?
IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.**

Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile and excluding 30 day SIM only for Mobile

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	2585	618	698	683	586	618	-	-	698	-	-	683	-	-	586	456	130
Effective Weighted Sample	2124	515	594	563	462	515	-	-	594	-	-	563	-	-	462	368	106
Total	2213	531	600	548	534	531	-	-	600	-	-	548	-	-	534	452	82
Very useful	1148	256	324	312	256	256	**	**	324	**	**	312	**	**	256	219	37
	52%	48%	54%	57%	48%	48%	**	**	54%	**	**	57%	**	**	48%	48%	45%
			ad	ad													
Fairly useful	804	206	214	173	211	206	**	**	214	**	**	173	**	**	211	177	34
	36%	39%	36%	32%	39%	39%	**	**	36%	**	**	32%	**	**	39%	39%	41%
		c		c													
TOTAL USEFUL	1952	462	538	485	467	462	**	**	538	**	**	485	**	**	467	395	71
	88%	87%	90%	89%	87%	87%	**	**	90%	**	**	89%	**	**	87%	88%	86%
Not very useful	146	34	38	33	41	34	**	**	38	**	**	33	**	**	41	35	6
	7%	6%	6%	6%	8%	6%	**	**	6%	**	**	6%	**	**	8%	8%	7%
Not at all useful	68	20	20	14	14	20	**	**	20	**	**	14	**	**	14	11	3
	3%	4%	3%	3%	3%	4%	**	**	3%	**	**	3%	**	**	3%	3%	3%
TOTAL NOT USEFUL	214	54	58	48	55	54	**	**	58	**	**	48	**	**	55	46	8
	10%	10%	10%	9%	10%	10%	**	**	10%	**	**	9%	**	**	10%	10%	10%
Don't know	47	15	5	15	13	15	**	**	5	**	**	15	**	**	13	10	3
	2%	3%	1%	3%	2%	3%	**	**	1%	**	**	3%	**	**	2%	2%	4%
		b		b	b												

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 29

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

**Q10A. (SHOWCARD) How useful would you find it to be contacted by your provider and told your contract for (SERVICE) is coming to an end, for example about 1-2 months before this happens?
IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.**

Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile and excluding 30 day SIM only for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	
		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d
Significance Level: 95%																
Unweighted total	2585	635	999	949	848	752	415	568	1236	1347	2202	372	2193	207	119	66
Effective Weighted Sample	2124	541	814	813	689	641	344	474	1027	1103	1802	315	1790	177	103	54
Total	2213	634	903	675	681	734	391	406	1123	1086	1897	306	1863	182	107	61
Very useful	1148	305	466	375	370	359	206	212	589	557	980	163	948	97	64	**
	52%	48%	52%	56%	54%	49%	53%	52%	52%	51%	52%	53%	51%	53%	60%	**
				a	b											
Fairly useful	804	277	324	203	226	284	148	146	402	400	695	105	698	63	29	**
	36%	44%	36%	30%	33%	39%	38%	36%	36%	37%	37%	34%	37%	35%	27%	**
		bc	c		a								c			
TOTAL USEFUL	1952	582	790	578	595	643	354	358	991	957	1675	268	1646	160	92	**
	88%	92%	88%	86%	87%	88%	91%	88%	88%	88%	88%	88%	88%	88%	87%	**
		bc														
Not very useful	146	32	59	55	52	47	21	26	73	73	122	23	117	11	11	**
	7%	5%	7%	8%	8%	6%	5%	6%	7%	7%	6%	7%	6%	6%	10%	**
				a												
Not at all useful	68	6	37	26	21	29	12	7	40	28	55	13	61	7	1	**
	3%	1%	4%	4%	3%	4%	3%	2%	4%	3%	3%	4%	3%	4%	1%	**
			a	a		d										
TOTAL NOT USEFUL	214	37	96	81	72	76	33	33	113	101	178	35	178	17	12	**
	10%	6%	11%	12%	11%	10%	8%	8%	10%	9%	9%	12%	10%	10%	11%	**
			a	a												
Don't know	47	15	17	16	13	16	4	15	19	29	45	3	39	5	3	**
	2%	2%	2%	2%	2%	2%	1%	4%	2%	3%	2%	1%	2%	3%	2%	**
								ac								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 30

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q10B. (SHOWCARD) How useful would you find it to be contacted by your provider and told (if/ that) you are out of contract for your (SERVICE)?

IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) and excluding SIM only 30 day and excluding Pay As You Go for Mobile

	SERVICE					PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	~d	~a	b	c	~a	b	c	~a	b	c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	1096	328	323	356	89	-	182	146	-	179	144	-	199	157	-	-	38
Effective Weighted Sample	934	279	270	312	74	-	154	126	-	149	121	-	175	137	-	-	34
Total	941	280	285	306	70	-	156	124	-	156	129	-	170	136	-	-	26
Very useful	274	75	88	85	**	**	37	38	**	49	39	**	41	44	**	**	**
	29%	27%	31%	28%	**	**	23%	31%	**	31%	31%	**	24%	32%	**	**	**
Fairly useful	322	109	94	101	**	**	51	59	**	47	47	**	55	47	**	**	**
	34%	39%	33%	33%	**	**	33%	47%	**	30%	37%	**	32%	34%	**	**	**
TOTAL USEFUL	597	184	183	186	**	**	87	97	**	96	87	**	96	90	**	**	**
	63%	66%	64%	61%	**	**	56%	78%	**	62%	67%	**	56%	66%	**	**	**
Not very useful	140	44	39	45	**	**	31	13	**	24	15	**	28	17	**	**	**
	15%	16%	14%	15%	**	**	20%	10%	**	16%	11%	**	16%	13%	**	**	**
Not at all useful	110	27	28	48	**	**	21	6	**	19	8	**	32	16	**	**	**
	12%	10%	10%	16%	**	**	13%	5%	**	12%	7%	**	19%	12%	**	**	**
TOTAL NOT USEFUL	249	71	67	93	**	**	52	19	**	44	23	**	60	33	**	**	**
	26%	25%	23%	30%	**	**	33%	16%	**	28%	18%	**	35%	25%	**	**	**
Don't know	94	25	35	26	**	**	17	8	**	16	19	**	14	12	**	**	**
	10%	9%	12%	9%	**	**	11%	7%	**	10%	15%	**	8%	9%	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 30

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q10B. (SHOWCARD) How useful would you find it to be contacted by your provider and told (if/ that) you are out of contract for your (SERVICE)?

IF NECESSARY - This is independent research and we're just interested in your opinion, you will not be contacted by your provider as a result of taking part in this research.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) and excluding SIM only 30 day and excluding Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Significance Level: 95%																
Unweighted total	1096	154	393	548	322	308	183	282	507	588	940	152	904	111	60	21
Effective Weighted Sample	934	135	332	491	273	263	162	245	435	502	803	128	770	96	53	17
Total	941	171	358	411	271	295	165	209	463	477	813	124	779	96	47	18
Very useful	274	56	99	119	82	92	44	56	137	138	233	39	224	30	**	**
	29%	33%	28%	29%	30%	31%	27%	27%	30%	29%	29%	32%	29%	31%	**	**
Fairly useful	322	68	133	121	90	95	64	74	159	163	281	41	269	30	**	**
	34%	40%	37%	29%	33%	32%	39%	35%	34%	34%	35%	33%	34%	32%	**	**
		c	c													
TOTAL USEFUL	597	124	232	241	172	187	108	130	296	301	514	80	493	60	**	**
	63%	73%	65%	58%	63%	63%	66%	62%	64%	63%	63%	64%	63%	62%	**	**
		c	c													
Not very useful	140	20	51	68	40	40	30	29	67	72	117	23	116	17	**	**
	15%	12%	14%	17%	15%	14%	18%	14%	14%	15%	14%	18%	15%	18%	**	**
Not at all useful	110	13	38	58	36	37	12	25	57	51	96	14	92	9	**	**
	12%	8%	11%	14%	13%	12%	7%	12%	12%	11%	12%	11%	12%	10%	**	**
				a	c											
TOTAL NOT USEFUL	249	33	89	126	76	77	42	54	125	124	212	37	208	27	**	**
	26%	19%	25%	31%	28%	26%	25%	26%	27%	26%	26%	30%	27%	27%	**	**
				a												
Don't know	94	14	35	45	23	31	15	24	43	51	86	8	77	10	**	**
	10%	8%	10%	11%	9%	11%	9%	11%	9%	11%	11%	6%	10%	10%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 31

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q11. How much do you currently pay per month for your (SERVICE) with (PROVIDER)? Please think about your typical monthly bill if the charges are sometimes higher or lower. Please give your best estimate if you're not sure.

Base : All except those responding about Pay As You Go Mobile

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	3805	946	1021	1039	799	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3158	794	863	875	630	515	154	126	594	149	121	563	175	137	462	368	248
Total	3236	811	885	854	686	531	156	124	600	156	129	548	170	136	534	452	191
Under £10	84 3%	7 1%	3 *%	3 *%	71 10% abc	5 1%	1 *%	1 1%	2 *%	1 *%	- -%	2 *%	1 1%	- -%	41 8%	19 4%	49 26% ab
£10-£19	260 8%	24 3%	7 1%	56 7%	173 25% abc	21 4%	3 2%	* *%	6 1%	- -%	1 1%	42 8%	6 3%	8 6%	113 21%	80 18%	83 43% ab
£20-£29	552 17%	120 15%	35 4%	224 26% ab	174 25% ab	84 16%	17 11%	19 15%	29 5%	3 2%	3 2%	173 32% bc	23 13%	28 21%	138 26%	117 26%	43 23%
£30-£39	649 20%	144 18%	85 10%	299 35% abd	121 18% b	97 18%	25 16%	22 17%	66 11% c	14 9%	6 4%	189 35%	68 40%	41 30%	107 20% c	104 23% c	7 4%
£40-£49	503 16%	189 23% bcd	118 13%	123 14% d	73 11%	118 22%	32 21%	39 32% ab	94 16% b	9 6%	14 11%	65 12%	36 21% a	22 16%	69 13% c	67 15% c	2 1%
£50-£59	328 10%	100 12% cd	131 15% cd	68 8% d	30 4%	71 13%	16 10%	13 11%	87 15%	21 14%	22 17%	37 7%	17 10%	14 10%	27 5% c	27 6% c	1 *%
£60-£69	306 9%	86 11% cd	178 20% acd	21 2%	22 3%	55 10% c	25 16% ac	6 5%	121 20%	28 18%	29 22%	13 2%	5 3%	3 2%	21 4% c	21 5% c	1 *%
£70-£79	144 4%	56 7% cd	79 9% cd	7 1%	2 *%	34 6%	14 9%	7 6%	54 9%	15 10%	10 8%	5 1%	1 *%	2 2%	2 *% c	2 1%	- -%
£80-£89	131 4%	36 4% cd	84 10% acd	6 1%	5 1%	17 3%	11 7%	8 7%	50 8%	21 13%	14 10%	2 *% a	2 1%	2 2%	5 1%	5 1%	- -%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 31

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q11. How much do you currently pay per month for your (SERVICE) with (PROVIDER)? Please think about your typical monthly bill if the charges are sometimes higher or lower. Please give your best estimate if you're not sure.

Base : All except those responding about Pay As You Go Mobile

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	3805	946	1021	1039	799	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3158	794	863	875	630	515	154	126	594	149	121	563	175	137	462	368	248
Total	3236	811	885	854	686	531	156	124	600	156	129	548	170	136	534	452	191
£90-£99	101 3%	26 3%	69 8%	4 *%	2 *%	14 3%	8 5%	4 3%	41 7%	13 8%	15 12%	2 *%	1 *%	2 1%	2 *%	2 *%	- -%
		cd	acd							a							
£100 or more	79 2%	5 1%	69 8%	4 *%	2 *%	5 1%	- -%	- -%	38 6%	28 18%	3 2%	3 1%	- -%	1 1%	2 *%	2 *%	- -%
			acd						ac								
Don't know	98 3%	20 2%	28 3%	38 4%	12 2%	10 2%	5 3%	5 4%	11 2%	4 3%	12 10%	16 3%	10 6%	12 9%	8 1%	6 1%	5 2%
				ad						ab			a	a			
Mean amount in £s	44.60	46.99	64.01	35.01	29.88	45.70	51.98	46.46	60.84	73.60	66.53	33.38	38.29	38.90	33.37	36.70	14.74
		cd	acd				a			a			a		c	c	
Standard error	1.07	.76	.93	.52	4.02	.89	1.85	2.25	1.08	2.41	2.16	.61	1.10	1.80	5.26	6.49	.48

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 31

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q11. How much do you currently pay per month for your (SERVICE) with (PROVIDER)? Please think about your typical monthly bill if the charges are sometimes higher or lower. Please give your best estimate if you're not sure.

Base : All except those responding about Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	3805	826	1425	1550	1199	1104	614	884	1805	1995	3253	537	3209	324	184	88
Effective Weighted Sample	3158	706	1172	1349	985	937	519	748	1514	1651	2696	452	2650	277	160	72
Total	3236	835	1283	1116	971	1057	568	637	1631	1599	2785	438	2717	282	157	80
Under £10	84 3%	18 2%	26 2%	40 4% b	21 2%	29 3%	12 2%	22 3%	43 3%	41 3%	72 3%	12 3%	71 3%	5 2%	3 2%	** **
£10-£19	260 8%	80 10% c	98 8%	80 7%	59 6%	101 10% a	49 9% a	50 8%	113 7%	145 9% a	233 8%	27 6%	229 8% b	15 5%	8 5%	** **
£20-£29	552 17%	171 20% bc	215 17%	164 15%	148 15%	192 18%	91 16% a	120 19%	260 16%	286 18%	489 18%	63 14%	450 17%	56 20%	31 20%	** **
£30-£39	649 20%	168 20%	260 20%	220 20%	174 18%	222 21%	102 18%	150 24% ac	330 20%	319 20%	547 20%	98 22%	548 20%	52 19%	34 22%	** **
£40-£49	503 16%	138 16%	190 15%	175 16%	147 15%	146 14%	107 19% ab	103 16%	250 15%	253 16%	433 16%	65 15%	432 16% c	48 17% c	13 9%	** **
£50-£59	328 10%	90 11%	133 10%	106 9%	114 12% bd	97 9%	67 12% d	51 8%	157 10%	172 11%	272 10%	54 12%	271 10%	31 11%	22 14%	** **
£60-£69	306 9%	69 8%	117 9%	121 11% a	91 9%	105 10%	56 10%	54 8%	165 10%	142 9%	260 9%	45 10%	257 9%	23 8%	15 9%	** **
£70-£79	144 4%	18 2%	72 6% a	55 5% a	66 7% bcd	40 4%	22 4%	17 3%	90 5% b	55 3%	122 4%	22 5%	120 4%	11 4%	9 6%	** **
£80-£89	131 4%	27 3%	52 4%	53 5%	50 5% c	43 4%	15 3%	23 4%	79 5% b	53 3%	116 4%	16 4%	112 4%	13 5%	3 2%	** **
£90-£99	101 3%	13 2%	47 4% a	41 4% a	34 4%	32 3%	21 4%	13 2%	64 4% b	37 2%	86 3%	15 3%	84 3%	10 4%	6 4%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 31

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q11. How much do you currently pay per month for your (SERVICE) with (PROVIDER)? Please think about your typical monthly bill if the charges are sometimes higher or lower. Please give your best estimate if you're not sure.

Base : All except those responding about Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	3805	826	1425	1550	1199	1104	614	884	1805	1995	3253	537	3209	324	184	88
Effective Weighted Sample	3158	706	1172	1349	985	937	519	748	1514	1651	2696	452	2650	277	160	72
Total	3236	835	1283	1116	971	1057	568	637	1631	1599	2785	438	2717	282	157	80
£100 or more	79 2%	17 2%	38 3%	24 2%	32 3% d	23 2%	13 2%	11 2%	49 3% b	30 2%	74 3% b	4 1%	64 2%	8 3%	5 3%	** **
Don't know	98 3%	26 3%	35 3%	38 3%	34 4%	27 3%	14 2%	23 4%	32 2%	66 4% a	81 3%	17 4%	78 3%	10 4%	7 5%	** **
Mean amount in £s	44.60	39.96	47.08 a	45.18 a	47.51 bc	42.03	43.97	44.98	47.54 b	41.53	44.49	45.22	44.43	45.79	45.86	**
Standard error	1.07	.89	2.51	.74	.79	.81	1.12	4.94	2.04	.59	1.23	1.13	1.25	1.55	2.37	**
Columns Tested:	a,b,c - a,b,c,d - a,b - a,b - a,b,c,d															

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 32

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q11A. How much do you spend on topping-up in a typical month for your (SERVICE) with (PROVIDER)? Please think about a typical month if the amount is sometimes higher or lower. Please give your best estimate if you're not sure.

Base : All responding about Pay As You Go Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	337	-	-	-	337	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	287	-	-	-	287	-	-	-	-	-	-	-	-	-	-	-	-
Total	195	-	-	-	195	-	-	-	-	-	-	-	-	-	-	-	-
Under £10	64	**	**	**	64	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**
£10-£19	99	**	**	**	99	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**
£20-£29	24	**	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	12%	**	**	**	**	**	**	**	**	**	**	**	**
£30-£39	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**	**	**	**	**
£40-£49	1	**	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**	**	**	**	**
£50-£59	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	*%	**	**	**	**	**	**	**	**	**	**	**	**
£90-£99	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	*%	**	**	**	**	**	**	**	**	**	**	**	**
£100 or more	1	**	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	*%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	**	**	**	**	**	**	**
Mean amount in £s	11.05	**	**	**	11.05	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.56	**	**	**	.56	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested:		a,b,c,d	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c	a,b,c

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 32

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q11A. How much do you spend on topping-up in a typical month for your (SERVICE) with (PROVIDER)? Please think about a typical month if the amount is sometimes higher or lower. Please give your best estimate if you're not sure.

Base : All responding about Pay As You Go Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 ~b	55+ c	AB ~a	C1 ~b	C2 ~c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	337	108	84	145	75	87	59	115	159	178	286	49	284	28	13	12
Effective Weighted Sample	287	88	72	132	66	76	47	100	135	153	242	43	239	25	12	11
Total	195	70	48	77	39	59	33	63	98	97	166	28	163	17	7	7
Under £10	64	10	**	37	**	**	**	16	31	33	51	**	54	**	**	**
	33%	15%	**	49%	**	**	**	25%	31%	34%	31%	**	33%	**	**	**
			a													
£10-£19	99	42	**	33	**	**	**	36	53	46	84	**	85	**	**	**
	51%	60%	**	43%	**	**	**	57%	54%	48%	51%	**	52%	**	**	**
		c														
£20-£29	24	15	**	5	**	**	**	9	10	14	23	**	18	**	**	**
	12%	21%	**	7%	**	**	**	14%	10%	15%	14%	**	11%	**	**	**
		c														
£30-£39	2	2	**	*	**	**	**	*	1	1	2	**	2	**	**	**
	1%	2%	**	*%	**	**	**	*%	1%	1%	1%	**	1%	**	**	**
£40-£49	1	-	**	1	**	**	**	1	1	-	1	**	1	**	**	**
	1%	-%	**	2%	**	**	**	1%	1%	-%	1%	**	*%	**	**	**
£50-£59	*	-	**	-	**	**	**	*	-	*	*	**	*	**	**	**
	*%	-%	**	-%	**	**	**	1%	-%	*%	*%	**	*%	**	**	**
£90-£99	*	-	**	-	**	**	**	-	*	-	*	**	*	**	**	**
	*%	-%	**	-%	**	**	**	-%	1%	-%	*%	**	*%	**	**	**
£100 or more	1	1	**	-	**	**	**	1	1	-	1	**	1	**	**	**
	*%	1%	**	-%	**	**	**	2%	1%	-%	1%	**	1%	**	**	**
Don't know	2	1	**	-	**	**	**	*	1	2	2	**	2	**	**	**
	1%	1%	**	-%	**	**	**	1%	1%	2%	1%	**	1%	**	**	**
Mean amount in £s	11.05	14.14	**	8.79	**	**	**	13.16	11.30	10.79	11.62	**	10.79	**	**	**
Standard error	.56	1.29	**	.61	**	**	**	1.36	.98	.56	.64	**	.62	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 33

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q13. (SHOWCARD) If you don't make any changes, when your current contract for your (SERVICE) with (PROVIDER) comes to an end, what do you think will happen to the price you pay? The price I pay will...

Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile and excluding 30 day SIM only for Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	2585	618	698	683	586	618	-	-	698	-	-	683	-	-	586	456	130
Effective Weighted Sample	2124	515	594	563	462	515	-	-	594	-	-	563	-	-	462	368	106
Total	2213	531	600	548	534	531	-	-	600	-	-	548	-	-	534	452	82
... stay the same when the contract ends	692	162	166	135	229	162	**	**	166	**	**	135	**	**	229	190	39
	31%	30%	28%	25%	43%	30%	**	**	28%	**	**	25%	**	**	43%	42%	47%
		c			abc												
... go up when the contract ends	982	267	306	292	118	267	**	**	306	**	**	292	**	**	118	94	23
	44%	50%	51%	53%	22%	50%	**	**	51%	**	**	53%	**	**	22%	21%	28%
		d	d	d													
... go down when the contract ends	163	19	29	23	92	19	**	**	29	**	**	23	**	**	92	89	4
	7%	4%	5%	4%	17%	4%	**	**	5%	**	**	4%	**	**	17%	20%	4%
					abc										c	c	
Don't know	376	84	100	97	95	84	**	**	100	**	**	97	**	**	95	79	17
	17%	16%	17%	18%	18%	16%	**	**	17%	**	**	18%	**	**	18%	17%	20%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 33

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q13. (SHOWCARD) If you don't make any changes, when your current contract for your (SERVICE) with (PROVIDER) comes to an end, what do you think will happen to the price you pay? The price I pay will...

Base : All except those who are out of contract for their (SERVICE) and excluding Pay As You Go for Mobile and excluding 30 day SIM only for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2585	635	999	949	848	752	415	568	1236	1347	2202	372	2193	207	119	66
Effective Weighted Sample	2124	541	814	813	689	641	344	474	1027	1103	1802	315	1790	177	103	54
Total	2213	634	903	675	681	734	391	406	1123	1086	1897	306	1863	182	107	61
... stay the same when the contract ends	692	239	258	193	223	237	110	121	354	337	612	76	581	65	24	**
	31%	38%	29%	29%	33%	32%	28%	30%	32%	31%	32%	25%	31%	36%	23%	**
		bc									b			c		
... go up when the contract ends	982	232	447	303	329	326	166	162	516	464	827	149	829	66	64	**
	44%	37%	49%	45%	48%	44%	42%	40%	46%	43%	44%	49%	44%	36%	60%	**
			ac	a	d								b		ab	
... go down when the contract ends	163	56	63	44	48	50	35	30	77	86	139	24	141	11	6	**
	7%	9%	7%	6%	7%	7%	9%	7%	7%	8%	7%	8%	8%	6%	5%	**
Don't know	376	106	135	135	81	122	80	93	176	200	319	57	312	40	13	**
	17%	17%	15%	20%	12%	17%	20%	23%	16%	18%	17%	19%	17%	22%	12%	**
				b	a	a	ab							c		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 34

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q14. (SHOWCARD) When your most recent contract for your (SERVICE) with (PROVIDER) came to an end, which one of these describes what happened to the price? The price...

Base : Those who are out of contract for their (SERVICE) and excluding SIM only 30 day and excluding Pay As You Go for Mobile

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	~d	~a	b	~c	~a	b	~c	~a	b	~c	~a	~b	~c	
Significance Level: 95%																	
Unweighted total	605	182	179	199	45	-	182	-	-	179	-	-	199	-	-	-	24
Effective Weighted Sample	513	154	149	175	35	-	154	-	-	149	-	-	175	-	-	-	22
Total	517	156	156	170	36	-	156	-	-	156	-	-	170	-	-	-	17
... stayed the same when the contract ended	267	86	79	79	**	**	86	**	**	79	**	**	79	**	**	**	**
	52%	56%	51%	47%	**	**	56%	**	**	51%	**	**	47%	**	**	**	**
... went up when the contract ended	94	23	35	35	**	**	23	**	**	35	**	**	35	**	**	**	**
	18%	15%	23%	21%	**	**	15%	**	**	23%	**	**	21%	**	**	**	**
... went down when the contract ended	31	8	11	5	**	**	8	**	**	11	**	**	5	**	**	**	**
	6%	5%	7%	3%	**	**	5%	**	**	7%	**	**	3%	**	**	**	**
Don't know	125	39	30	51	**	**	39	**	**	30	**	**	51	**	**	**	**
	24%	25%	19%	30%	**	**	25%	**	**	19%	**	**	30%	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 34

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q14. (SHOWCARD) When your most recent contract for your (SERVICE) with (PROVIDER) came to an end, which one of these describes what happened to the price? The price...

Base : Those who are out of contract for their (SERVICE) and excluding SIM only 30 day and excluding Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 ~a	35-54 b	55+ c	AB a	C1 b	C2 ~c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	605	61	244	299	200	180	91	134	306	298	526	76	506	57	35	7
Effective Weighted Sample	513	52	204	266	170	151	79	117	260	255	449	61	428	49	32	5
Total	517	68	219	230	169	168	80	101	279	237	449	65	430	51	29	7
... stayed the same when the contract ended	267	**	103	130	85	85	**	50	151	115	229	**	221	**	**	**
	52%	**	47%	56%	51%	51%	**	50%	54%	48%	51%	**	51%	**	**	**
			b													
... went up when the contract ended	94	**	46	37	30	36	**	13	53	41	82	**	75	**	**	**
	18%	**	21%	16%	18%	22%	**	13%	19%	17%	18%	**	17%	**	**	**
					d											
... went down when the contract ended	31	**	14	11	11	6	**	8	17	14	29	**	30	**	**	**
	6%	**	6%	5%	7%	4%	**	8%	6%	6%	6%	**	7%	**	**	**
Don't know	125	**	56	52	42	40	**	30	58	67	110	**	104	**	**	**
	24%	**	26%	23%	25%	24%	**	30%	21%	28%	24%	**	24%	**	**	**
									a							

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 35

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q15. SIM-only contracts include a monthly allowance for calls, texts and mobile data to use with your existing mobile phone. They are available on either a 30 day rolling contract or a 12 month contract.

(TEXT IF NOT USING PAY AS YOU GO) Before now, were you aware that at the end of your minimum contract period, if you keep your handset you could move to a SIM-only contract with either your existing provider or an alternative provider? (TEXT IF USING PAY AS YOU GO) Before now, were you aware of this type of contract?

Base : All responding about their Mobile excluding SIM only users

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE IN CON-TRACT WITH HANDSET		SIM-ONLY TOTAL
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	HANDSET	
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	~c
Unweighted total	844	-	-	-	844	-	-	-	-	-	-	-	-	-	456	456	-
Effective Weighted Sample	650	-	-	-	650	-	-	-	-	-	-	-	-	-	368	368	-
Total	690	-	-	-	690	-	-	-	-	-	-	-	-	-	452	452	-
Yes - aware	507	**	**	**	507	**	**	**	**	**	**	**	**	**	340	340	**
	73%	**	**	**	73%	**	**	**	**	**	**	**	**	**	75%	75%	**
No - not aware	183	**	**	**	183	**	**	**	**	**	**	**	**	**	111	111	**
	27%	**	**	**	27%	**	**	**	**	**	**	**	**	**	25%	25%	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 35

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q15. SIM-only contracts include a monthly allowance for calls, texts and mobile data to use with your existing mobile phone. They are available on either a 30 day rolling contract or a 12 month contract.

**(TEXT IF NOT USING PAY AS YOU GO) Before now, were you aware that at the end of your minimum contract period, if you keep your handset you could move to a SIM-only contract with either your existing provider or an alternative provider?
(TEXT IF USING PAY AS YOU GO) Before now, were you aware of this type of contract?**

Base : All responding about their Mobile excluding SIM only users

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	844	299	275	270	212	253	158	219	379	464	717	121	711	80	32	21
Effective Weighted Sample	650	236	213	221	156	210	120	173	294	359	549	98	540	72	27	15
Total	690	278	241	171	169	233	143	144	324	364	592	94	583	63	25	18
Yes - aware	507	225	182	99	131	173	107	95	252	255	441	62	429	**	**	**
	73%	81%	76%	58%	77%	74%	75%	66%	78%	70%	74%	66%	73%	**	**	**
		c	c		d	d			b							
No - not aware	183	53	59	71	38	60	36	49	71	109	151	32	155	**	**	**
	27%	19%	24%	42%	23%	26%	25%	34%	22%	30%	26%	34%	27%	**	**	**
				ab				ab		a						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 36

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q16. (SHOWCARD) Why have you not changed to a SIM-only deal?

Base : All responding about their Mobile excluding SIM only users and who are out of contract and are still paying the same as when they were in contract who are aware they could switch to a SIM only contract

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	~d	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	9	-	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	6	-	-	-	6	-	-	-	-	-	-	-	-	-	-	-	-
Total	9	-	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-
I haven't got round to doing it yet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't want to sign up to a new contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know how to change to SIM-only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not confident enough to change to SIM-only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 36

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q16. (SHOWCARD) Why have you not changed to a SIM-only deal?

Base : All responding about their Mobile excluding SIM only users and who are out of contract and are still paying the same as when they were in contract who are aware they could switch to a SIM only contract

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 ~a	35-54 ~b	55+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	MALE ~a	FEMALE ~b	URBAN ~a	RURAL ~b	ENGLAND ~a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	9	4	2	3	-	3	4	2	3	6	8	1	8	1	-	-
Effective Weighted Sample	6	3	2	3	-	2	4	2	2	5	7	1	5	1	-	-
Total	9	6	2	2	-	5	4	1	5	5	6	3	9	1	-	-
I haven't got round to doing it yet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't want to sign up to a new contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know how to change to SIM-only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not confident enough to change to SIM-only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 37

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q17. (SHOWCARD) Have you ever tried to find out about any of the following aspects of your monthly usage for your (SERVICE) with (PROVIDER)?

Base : All except those responding about standalone Pay TV

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	b	c	d	~a	~b	~c	a	b	c	a	b	c	a	b	c
Unweighted total	3196	-	1021	1039	1136	-	-	-	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	2620	-	863	875	883	-	-	-	594	149	121	563	175	137	462	368	248
Total	2620	-	885	854	881	-	-	-	600	156	129	548	170	136	534	452	191
Number of voice call minutes used	511 20%	** **	126 14%	138 16%	247 28% bc	** **	** **	** **	96 16%	17 11%	14 11%	103 19% c	23 14%	12 9%	159 30%	138 31%	54 29%
Amount of data downloaded (DUAL AND TRIPLE PLAY)/ Amount of mobile data used (MOBILE)	620 24%	** **	127 14%	125 15%	367 42% bc	** **	** **	** **	103 17% bc	15 10%	9 7%	91 17% c	24 14%	10 8%	256 48%	214 47%	90 47%
Number of texts sent	223 9%	** **	- -%	- -%	223 25% bc	** **	** **	** **	- -%	- -%	- -%	- -%	- -%	- -%	141 26%	126 28%	47 25%
Anything else	39 1%	** **	14 2%	14 2%	11 1%	** **	** **	** **	10 2%	3 2%	1 1%	5 1%	6 3% a	3 2%	9 2%	8 2%	3 1%
TOTAL EVER TRIED	793 30%	** **	175 20%	193 23%	424 48% bc	** **	** **	** **	137 23% bc	23 15%	15 12%	140 26% c	37 21% c	17 12%	289 54%	244 54%	95 50%
No, have not tried to find usage information	1698 65%	** **	649 73% d	613 72% d	435 49%	** **	** **	** **	429 71%	124 80% a	96 75%	385 70%	123 72%	106 78%	234 44%	199 44%	87 46%
Can't remember	129 5%	** **	61 7% d	47 5% d	22 2%	** **	** **	** **	35 6%	8 5%	17 13% ab	23 4%	10 6%	13 10% a	12 2%	9 2%	8 4%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 37

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q17. (SHOWCARD) Have you ever tried to find out about any of the following aspects of your monthly usage for your (SERVICE) with (PROVIDER)?

Base : All except those responding about standalone Pay TV

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	3196	775	1157	1261	936	941	521	793	1485	1707	2750	433	2717	252	157	70
Effective Weighted Sample	2620	644	945	1092	758	797	428	664	1233	1393	2247	364	2213	216	137	56
Total	2620	742	1003	873	732	874	463	547	1296	1318	2265	345	2222	211	127	61
Number of voice call minutes used	511	153	203	155	187	153	89	82	284	227	433	75	449	34	23	**
	20%	21%	20%	18%	26%	18%	19%	15%	22%	17%	19%	22%	20%	16%	18%	**
					bcd		d		b							
Amount of data downloaded (DUAL AND TRIPLE PLAY)/ Amount of mobile data used (MOBILE)	620	252	232	136	218	202	109	89	315	305	535	82	545	36	29	**
	24%	34%	23%	16%	30%	23%	24%	16%	24%	23%	24%	24%	25%	17%	23%	**
		bc	c		bcd	d	d						b			
Number of texts sent	223	101	81	41	64	70	41	45	119	102	196	26	190	21	9	**
	9%	14%	8%	5%	9%	8%	9%	8%	9%	8%	9%	7%	9%	10%	7%	**
		bc	c													
Anything else	39	9	13	16	15	14	7	3	21	16	33	6	34	2	3	**
	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	3%	**
					d	d		*								
TOTAL EVER TRIED	793	298	295	198	280	255	139	117	414	375	687	101	699	47	34	**
	30%	40%	29%	23%	38%	29%	30%	21%	32%	28%	30%	29%	31%	23%	27%	**
		bc	c		bcd	d	d		b				b			
No, have not tried to find usage information	1698	404	660	633	417	583	305	393	830	868	1460	233	1414	155	88	**
	65%	54%	66%	73%	57%	67%	66%	72%	64%	66%	64%	68%	64%	74%	69%	**
			a	ab		a	a	abc						a		
Can't remember	129	40	48	42	35	36	19	37	52	76	119	11	109	8	5	**
	5%	5%	5%	5%	5%	4%	4%	7%	4%	6%	5%	3%	5%	4%	4%	**
								bc		a						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 38

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q18. (SHOWCARD) How easy or difficult was it to find this usage information for your (SERVICE) with (PROVIDER)?

Base : All except those responding about standalone Pay TV who have ever tried to find out about aspects of their monthly (SERVICE) usage with their provider

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	b	c	d	~a	~b	~c	a	~b	~c	a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	963	-	208	241	514	-	-	-	165	26	17	180	42	19	305	234	145
Effective Weighted Sample	767	-	177	196	395	-	-	-	140	23	14	142	37	17	241	191	123
Total	793	-	175	193	424	-	-	-	137	23	15	140	37	17	289	244	95
Very easy	429	**	80	98	251	**	**	**	62	**	**	75	**	**	180	150	62
	54%	**	46%	50%	59%	**	**	**	45%	**	**	54%	**	**	62%	61%	65%
					bc												
Fairly easy	296	**	78	70	149	**	**	**	64	**	**	48	**	**	93	80	27
	37%	**	44%	36%	35%	**	**	**	47%	**	**	34%	**	**	32%	33%	29%
					d												
TOTAL EASY	725	**	158	167	400	**	**	**	126	**	**	123	**	**	273	230	90
	92%	**	90%	87%	94%	**	**	**	92%	**	**	88%	**	**	94%	95%	94%
					c												
Fairly difficult	46	**	9	16	21	**	**	**	7	**	**	11	**	**	14	13	3
	6%	**	5%	8%	5%	**	**	**	5%	**	**	8%	**	**	5%	5%	3%
Very difficult	13	**	5	6	2	**	**	**	2	**	**	4	**	**	1	-	1
	2%	**	3%	3%	*%	**	**	**	1%	**	**	3%	**	**	*%	-%	1%
					d												
TOTAL DIFFICULT	59	**	14	22	23	**	**	**	8	**	**	14	**	**	15	13	4
	7%	**	8%	11%	5%	**	**	**	6%	**	**	10%	**	**	5%	5%	4%
					d												
Can't remember	8	**	2	4	2	**	**	**	2	**	**	2	**	**	1	-	2
	1%	**	1%	2%	*%	**	**	**	2%	**	**	2%	**	**	*%	-%	2%
					d												b

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 38

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q18. (SHOWCARD) How easy or difficult was it to find this usage information for your (SERVICE) with (PROVIDER)?

Base : All except those responding about standalone Pay TV who have ever tried to find out about aspects of their monthly (SERVICE) usage with their provider

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	963	323	343	295	355	275	156	174	473	488	829	128	854	56	40	13
Effective Weighted Sample	767	262	272	249	276	229	124	145	381	389	657	105	672	50	35	11
Total	793	298	295	198	280	255	139	117	414	375	687	101	699	47	34	12
Very easy	429	147	174	108	140	141	73	74	230	199	382	45	372	**	**	**
	54%	49%	59%	55%	50%	55%	52%	63%	55%	53%	56%	44%	53%	**	**	**
			a				ac				b					
Fairly easy	296	130	94	72	107	97	53	39	150	147	246	49	267	**	**	**
	37%	44%	32%	36%	38%	38%	38%	34%	36%	39%	36%	49%	38%	**	**	**
		b									a					
TOTAL EASY	725	277	268	180	247	238	125	114	379	346	628	94	639	**	**	**
	92%	93%	91%	91%	88%	93%	90%	97%	92%	92%	91%	93%	91%	**	**	**
					a		ac									
Fairly difficult	46	16	17	13	23	8	13	2	26	17	41	4	42	**	**	**
	6%	6%	6%	6%	8%	3%	9%	2%	6%	4%	6%	4%	6%	**	**	**
					bd		bd									
Very difficult	13	3	5	4	8	3	1	1	5	7	10	3	10	**	**	**
	2%	1%	2%	2%	3%	1%	1%	1%	1%	2%	1%	3%	1%	**	**	**
TOTAL DIFFICULT	59	20	22	16	31	11	14	3	32	23	51	7	52	**	**	**
	7%	7%	7%	8%	11%	4%	10%	3%	8%	6%	7%	7%	7%	**	**	**
					bd		bd									
Can't remember	8	2	5	1	3	6	-	-	3	5	8	1	8	**	**	**
	1%	1%	2%	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	**	**	**
					d											

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 39

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q19. (SHOWCARD) Which one of these describes your preference for getting information about your usage of your (SERVICE)?

(IF MOBILE) So this could be information about the number of voice call minutes used, the amount of data you have used, the number of texts sent, and so on.

(IF DUAL/ TRIPLE) So this could be information about the amount of data you have downloaded/used, the number of voice minutes you have used, and so on.

I would prefer usage information to be...

Base : All except those responding about standalone Pay TV

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	b	c	d	~a	~b	~c	a	b	c	a	b	c	a	b	c
Unweighted total	3196	-	1021	1039	1136	-	-	-	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	2620	-	863	875	883	-	-	-	594	149	121	563	175	137	462	368	248
Total	2620	-	885	854	881	-	-	-	600	156	129	548	170	136	534	452	191
Sent to me directly (e.g. via letter, text, email) by my provider	858 33%	** **	291 33%	295 35%	272 31%	** **	** **	** **	204 34%	44 28%	43 33%	186 34%	64 37%	45 33%	164 31%	135 30%	65 34%
Available via my online account (e.g. provider's website or app)	1062 41%	** **	360 41%	310 36%	392 44%	** **	** **	** **	252 42%	67 43%	41 32%	227 41%	54 32%	30 22%	275 51%	231 51%	95 50%
INTERESTED IN EITHER	1920 73%	** **	651 74%	605 71%	664 75%	** **	** **	** **	457 76%	110 71%	84 65%	413 75%	118 69%	75 55%	439 82%	366 81%	160 84%
Not interested in getting my monthly usage information	580 22%	** **	183 21%	219 26%	178 20%	** **	** **	** **	121 20%	33 21%	29 22%	121 22%	48 28%	50 37%	75 14%	65 14%	27 14%
Don't know	120 5%	** **	51 6%	30 3%	39 4%	** **	** **	** **	22 4%	12 8%	16 13%	14 2%	5 3%	11 8%	21 4%	20 4%	4 2%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 39

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q19. (SHOWCARD) Which one of these describes your preference for getting information about your usage of your (SERVICE)?

(IF MOBILE) So this could be information about the number of voice call minutes used, the amount of data you have used, the number of texts sent, and so on.

(IF DUAL/ TRIPLE) So this could be information about the amount of data you have downloaded/used, the number of voice minutes you have used, and so on.

I would prefer usage information to be...

Base : All except those responding about standalone Pay TV

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d
Unweighted total	3196	775	1157	1261	936	941	521	793	1485	1707	2750	433	2717	252	157	70
Effective Weighted Sample	2620	644	945	1092	758	797	428	664	1233	1393	2247	364	2213	216	137	56
Total	2620	742	1003	873	732	874	463	547	1296	1318	2265	345	2222	211	127	61
Sent to me directly (e.g. via letter, text, email) by my provider	858 33%	187 25%	353 35%	317 36%	229 31%	298 34%	148 32%	183 33%	401 31%	456 35%	743 33%	114 33%	713 32%	57 27%	58 45%	** **
Available via my online account (e.g. provider's website or app)	1062 41%	353 48%	412 41%	297 34%	366 50%	334 38%	179 39%	182 33%	542 42%	517 39%	911 40%	146 42%	907 41%	90 43%	49 38%	** **
INTERESTED IN EITHER	1920 73%	540 73%	765 76%	613 70%	595 81%	631 72%	327 71%	365 67%	943 73%	973 74%	1653 73%	260 75%	1620 73%	148 70%	106 84%	** **
Not interested in getting my monthly usage information	580 22%	161 22%	196 20%	223 26%	112 15%	208 24%	118 25%	142 26%	307 24%	273 21%	503 22%	74 21%	497 22%	56 27%	14 11%	** **
Don't know	120 5%	42 6%	42 4%	37 4%	25 3%	35 4%	18 4%	40 7%	46 4%	72 5%	108 5%	12 3%	105 5%	7 3%	6 5%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 40

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q20. (SHOWCARD) How often - if at all - do you look into what other deals for your (SERVICE) service are available from your current provider?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Once a year	581 17%	139 17%	185 21%	133 16%	124 14%	107 20%	22 14%	10 8%	136 23%	32 20%	18 14%	107 20%	16 10%	9 7%	76 14%	54 12%	40 21%
		d	acd			c			c			bc					ab
Twice a year	355 10%	91 11%	99 11%	78 9%	87 10%	70 13%	13 9%	8 6%	76 13%	18 12%	5 4%	57 10%	14 8%	7 5%	57 11%	48 11%	21 11%
						c			c	c							
Three or four times a year	308 9%	74 9%	88 10%	69 8%	76 9%	54 10%	16 10%	4 3%	67 11%	11 7%	10 7%	52 10%	14 8%	3 3%	49 9%	44 10%	18 9%
						c	c					c	c				
Five or more times a year	98 3%	23 3%	37 4%	18 2%	20 2%	21 4%	1 1%	* **%	31 5%	4 2%	2 1%	12 2%	4 2%	2 2%	9 2%	6 1%	6 3%
			cd			bc			c								
Only when my contract is coming to an end	786 23%	153 19%	190 22%	211 25%	232 26%	140 26%	5 3%	9 7%	156 26%	16 10%	18 14%	179 33%	16 10%	16 11%	200 37%	178 39%	39 20%
			a	ab	bc	bc			bc			bc			c	c	
I never look into other deals from my current provider	1148 33%	289 36%	249 28%	304 36%	305 35%	119 22%	85 54%	86 69%	120 20%	67 43%	62 48%	122 22%	99 58%	84 61%	128 24%	108 24%	59 31%
		b	b	b	b		a	ab		a	a		a	a			ab
Don't know	156 5%	42 5%	36 4%	41 5%	37 4%	20 4%	15 10%	7 6%	14 2%	7 5%	15 11%	19 3%	7 4%	15 11%	16 3%	14 3%	9 5%
							a				ab			ab			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 40

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q20. (SHOWCARD) How often - if at all - do you look into what other deals for your (SERVICE) service are available from your current provider?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Once a year	581	157	257	166	207	190	98	85	331	249	479	99	494	55	19	12
	17%	17%	19%	14%	21%	17%	16%	12%	19%	15%	16%	21%	17%	18%	12%	14%
		c	c		bcd	d	d		b		a		c	c		
Twice a year	355	115	142	97	121	128	57	48	185	170	302	50	306	24	19	6
	10%	13%	11%	8%	12%	11%	10%	7%	11%	10%	10%	11%	11%	8%	12%	6%
		c	c		d	d	d									
Three or four times a year	308	91	125	92	113	92	52	51	177	131	278	27	260	25	18	5
	9%	10%	9%	8%	11%	8%	9%	7%	10%	8%	9%	6%	9%	8%	11%	5%
		c			bd				b		b					
Five or more times a year	98	37	31	30	37	23	17	20	56	42	88	9	82	7	8	1
	3%	4%	2%	3%	4%	2%	3%	3%	3%	2%	3%	2%	3%	2%	5%	1%
		bc			b											
Only when my contract is coming to an end	786	204	342	241	219	264	141	162	372	411	682	101	652	73	36	25
	23%	23%	26%	20%	22%	24%	23%	23%	22%	24%	23%	22%	23%	24%	22%	28%
			c							a						
I never look into other deals from my current provider	1148	253	372	521	276	374	210	287	528	617	981	164	955	109	55	29
	33%	28%	28%	44%	27%	33%	35%	41%	31%	36%	33%	35%	33%	36%	34%	33%
				ab		a	a	abc		a						
Don't know	156	48	62	47	37	45	26	47	79	76	140	16	131	6	8	10
	5%	5%	5%	4%	4%	4%	4%	7%	5%	4%	5%	3%	5%	2%	5%	12%
								abc					b			abc

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 41

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q21. (SHOWCARD) And how often - if at all - do you look around to see what other deals for your (SERVICE) service are available from other providers?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Once a year	519	107	162	137	114	75	20	12	115	33	14	100	26	11	70	50	39
	15%	13%	18% ad	16% d	13%	14%	13%	9%	19%	21% c	11%	18% c	16% c	8%	13%	11%	20% ab
Twice a year	326	82	78	85	82	63	16	3	59	14	4	68	14	3	52	46	17
	10%	10%	9%	10%	9%	12% c	10% c	2%	10% c	9% c	3%	12% c	8% c	2%	10%	10%	9%
Three or four times a year	272	64	77	63	68	49	11	5	60	12	5	44	16	3	43	38	17
	8%	8%	9%	7%	8%	9% c	7%	4%	10% c	8% c	4%	8% c	9% c	2%	8%	8%	9%
Five or more times a year	97	22	33	16	25	19	2	1	26	4	3	12	2	3	15	11	7
	3%	3%	4% c	2% c	3%	3%	1%	1%	4%	2%	3%	2%	1%	2%	3%	2%	3%
Only when my contract is coming to an end	741	139	195	198	209	126	6	7	163	14	18	164	14	20	182	162	33
	22%	17%	22% a	23% a	24% a	24% bc	4%	5%	27% bc	9%	14%	30% bc	8%	14%	34% c	36% c	17%
I never look into other deals from other providers	1335	366	301	321	348	181	93	92	159	70	71	144	89	88	158	133	68
	39%	45% bcd	34%	38% b	40% b	34%	60% a	74% ab	26% a	45% a	55% a	26% a	52% a	65% ab	29%	30%	36%
Don't know	141	32	40	34	34	19	8	6	19	8	13	16	10	9	14	11	10
	4%	4%	5%	4%	4%	3%	5%	5%	3%	5%	10% a	3%	6%	6% a	3%	2%	5% ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 41

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q21. (SHOWCARD) And how often - if at all - do you look around to see what other deals for your (SERVICE) service are available from other providers?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Once a year	519	140	229	151	179	175	93	72	314	205	434	83	450	42	22	5
	15%	15%	17%	13%	18%	16%	16%	10%	18%	12%	15%	18%	16%	14%	14%	6%
		c	c		d	d	d		b				d	d		
Twice a year	326	103	139	83	129	105	50	42	163	163	279	45	288	18	13	6
	10%	11%	10%	7%	13%	9%	8%	6%	9%	10%	9%	10%	10%	6%	8%	7%
		c	c		bcd	d							b			
Three or four times a year	272	87	113	71	92	95	44	40	156	113	242	29	219	26	19	8
	8%	10%	8%	6%	9%	9%	7%	6%	9%	7%	8%	6%	8%	9%	12%	9%
		c	c		d	d			b						a	
Five or more times a year	97	33	35	29	32	20	16	29	61	36	85	9	86	4	6	1
	3%	4%	3%	2%	3%	2%	3%	4%	4%	2%	3%	2%	3%	1%	4%	1%
					b			b	b							
Only when my contract is coming to an end	741	202	322	217	207	249	128	156	351	390	651	88	622	66	32	22
	22%	22%	24%	18%	21%	22%	21%	22%	20%	23%	22%	19%	22%	22%	19%	25%
		c	c							a						
I never look into other deals from other providers	1335	289	447	597	336	426	251	321	621	712	1131	199	1097	137	65	37
	39%	32%	34%	50%	33%	38%	42%	46%	36%	42%	38%	43%	38%	46%	39%	42%
				ab		a	a	ab		a		a		a		
Don't know	141	50	47	44	36	45	19	39	62	77	127	13	118	8	7	8
	4%	6%	3%	4%	4%	4%	3%	6%	4%	5%	4%	3%	4%	3%	4%	9%
		bc						ac								ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 42

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q22. (SHOWCARD) Which ONE of these best describes your current thinking about your (SERVICE) – either with your current provider or an alternative provider? Are you...

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	~a	b	c	a	b	c	~a	b	c	~a	~b	c	
Unweighted total	1592	413	432	450	297	85	182	146	109	179	144	94	199	157	84	68	178
Effective Weighted Sample	1338	353	360	388	238	74	154	126	90	149	121	76	175	137	66	55	155
Total	1340	350	376	381	233	70	156	124	91	156	129	75	170	136	81	72	118
Currently looking for a new deal	130	27	43	38	23	**	14	1	19	21	3	**	17	4	**	**	9
	10%	8%	11%	10%	10%	**	9%	1%	20%	14%	2%	**	10%	3%	**	**	7%
							c		c	c			c				
Planning to look for a new deal in the next month	202	43	77	48	34	**	20	7	26	34	16	**	22	9	**	**	13
	15%	12%	20%	13%	15%	**	13%	5%	29%	22%	12%	**	13%	7%	**	**	11%
			acd				c		c	c			c				
Planning to look for a new deal when my contract has ended	62	11	21	12	18	**	-	-	21	-	-	**	-	-	**	**	1
	5%	3%	6%	3%	8%	**	-%	-%	23%	-%	-%	**	-%	-%	**	**	1%
					ac				bc								
Planning to look for a new deal just before my contract ends	47	12	10	10	14	**	-	-	10	-	-	**	-	-	**	**	4
	3%	3%	3%	3%	6%	**	-%	-%	11%	-%	-%	**	-%	-%	**	**	3%
					bc				bc								
Not currently looking or planning to look for a new deal in the next month	834	238	208	254	134	**	113	108	14	97	97	**	125	112	**	**	85
	62%	68%	55%	67%	57%	**	73%	87%	16%	62%	75%	**	74%	82%	**	**	73%
		bd		bd				b		a	ab						
Don't know	66	20	17	19	10	**	8	8	1	4	13	**	6	11	**	**	6
	5%	6%	5%	5%	4%	**	5%	7%	1%	2%	10%	**	4%	8%	**	**	5%
											ab						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 42

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q22. (SHOWCARD) Which ONE of these best describes your current thinking about your (SERVICE) – either with your current provider or an alternative provider? Are you...

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES ~c	
Significance Level: 95%																
Unweighted total	1592	301	588	701	493	438	261	398	747	842	1375	212	1346	142	74	30
Effective Weighted Sample	1338	260	486	619	408	370	231	339	634	706	1158	176	1128	122	64	24
Total	1340	304	524	511	403	413	231	292	669	669	1169	168	1134	122	58	26
Currently looking for a new deal	130	34	61	36	49	37	19	25	61	69	112	17	115	7	**	**
	10%	11%	12%	7%	12%	9%	8%	9%	9%	10%	10%	10%	10%	6%	**	**
		c	c													
Planning to look for a new deal in the next month	202	49	93	60	72	61	26	43	110	92	181	19	174	14	**	**
	15%	16%	18%	12%	18%	15%	11%	15%	16%	14%	15%	11%	15%	11%	**	**
			c		c											
Planning to look for a new deal when my contract has ended	62	20	31	12	24	24	6	9	38	24	50	11	53	5	**	**
	5%	6%	6%	2%	6%	6%	2%	3%	6%	4%	4%	7%	5%	4%	**	**
		c	c		c	c			b							
Planning to look for a new deal just before my contract ends	47	11	24	12	11	9	17	10	21	25	41	5	43	3	**	**
	3%	4%	5%	2%	3%	2%	7%	3%	3%	4%	4%	3%	4%	2%	**	**
			c				abd									
Not currently looking or planning to look for a new deal in the next month	834	169	291	373	232	264	148	189	409	424	724	109	696	86	**	**
	62%	55%	56%	73%	58%	64%	64%	65%	61%	63%	62%	65%	61%	70%	**	**
				ab		a		a						a		
Don't know	66	22	25	19	16	17	16	15	29	35	60	5	54	8	**	**
	5%	7%	5%	4%	4%	4%	7%	5%	4%	5%	5%	3%	5%	7%	**	**
			c													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 43

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Q23. (ALL EXCEPT SIM ONLY 30 DAY) You said you are (no longer in/ not sure whether you are in/ nearing the end of your) contract with (PROVIDER) for your (SERVICE), and are not intending to look for another deal with any provider including your own. Why is this?

(IF SIM ONLY 30 DAY) You said you are not intending to look for another deal with any provider including your own. Why is this?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
Happy with the service I receive from my current provider	491 59%	136 57%	118 57%	148 58%	89 67%	** **	69 61%	61 56%	** **	53 55%	55 56%	** **	79 63%	61 55%	** **	** **	63 73%
Looking for a better deal is not a priority	199 24%	55 23%	63 30%	64 25%	17 13%	** **	21 18%	31 29%	** **	28 28%	33 34%	** **	30 24%	28 25%	** **	** **	7 8%
I don't want to change provider	156 19%	45 19%	38 18%	52 20%	21 15%	** **	26 23%	17 16%	** **	23 24%	14 15%	** **	30 24%	21 19%	** **	** **	12 14%
Other providers don't offer the service/s that I need	40 5%	21 9%	15 7%	1 *%	3 2%	** **	10 9%	11 10%	** **	12 13%	3 3%	** **	- -%	1 1%	** **	** **	2 2%
No other providers are available in my area	40 5%	13 5%	8 4%	17 6%	3 2%	** **	7 6%	5 5%	** **	5 5%	3 3%	** **	10 8%	6 5%	** **	** **	2 2%
I trust that my provider makes sure I am on their best deal	29 3%	6 2%	9 4%	5 2%	10 7%	** **	3 3%	1 1%	** **	8 8%	- -%	** **	2 2%	2 1%	** **	** **	8 9%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
I wouldn't save enough by finding a new deal with my current or another provider	24 3%	10 4%	4 2%	5 2%	5 3%	** **	4 4%	3 3%	** **	2 2%	3 3%	** **	3 3%	1 1%	** **	** **	2 2%
I don't know if I am out of contract	20 2%	6 2%	3 1%	8 3%	4 3%	** **	- -%	6 5%	** **	- -%	3 3%	** **	- -%	8 7%	** **	** **	- -%
I value being out of contract/ I value only having a 30 day contract	14 2%	4 2%	2 1%	6 2%	2 1%	** **	4 3%	- -%	** **	1 1%	1 1%	** **	4 3%	3 2%	** **	** **	2 2%
It's difficult to compare deals	13 2%	3 1%	6 3%	3 1%	- -%	** **	- -%	3 3%	** **	4 4%	2 2%	** **	1 1%	3 2%	** **	** **	- -%
It's too time consuming to compare deals	9 1%	1 *%	3 1%	4 2%	1 1%	** **	- -%	1 1%	** **	2 2%	1 1%	** **	1 1%	3 2%	** **	** **	- -%
I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	6 1%	- -%	3 1%	1 *%	2 2%	** **	- -%	- -%	** **	3 3%	* *%	** **	- -%	1 1%	** **	** **	2 2%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
Not confident /don't understand enough to look into other deals	3 *%	1 *%	1 *%	2 1%	- -%	** **	- -%	1 1%	** **	1 1%	- -%	** **	1 1%	1 1%	** **	** **	- -%
I am not yet out of contract	2 *%	- -%	1 *%	1 1%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	** **	- -%
Waiting for a contract on one or more of my other communications services to end so I can change more than one service at the same time	2 *%	- -%	1 *%	- -%	1 *%	** **	- -%	- -%	** **	- -%	1 1%	** **	- -%	- -%	** **	** **	1 1%
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	1 *%	- -%	- -%	- -%	1 1%	** **	- -%	- -%	** **	- -%	- -%	** **	- -%	- -%	** **	** **	1 1%
Other	7 1%	3 1%	- -%	4 2%	- -%	** **	1 1%	2 1%	** **	- -%	- -%	** **	2 1%	2 2%	** **	** **	- -%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
Happy with the service I receive from my current provider	491 59%	104 61%	163 56%	224 60%	131 56%	151 57%	88 59%	121 64%	255 62%	236 56%	426 59%	63 58%	412 59%	** **	** **	** **
Looking for a better deal is not a priority	199 24%	32 19%	80 27%	87 23%	60 26%	66 25%	37 25%	36 19%	93 23%	106 25%	175 24%	24 22%	159 23%	** **	** **	** **
I don't want to change provider	156 19%	24 14%	53 18%	78 21%	47 20%	52 19%	26 18%	31 17%	85 21%	71 17%	138 19%	17 16%	128 18%	** **	** **	** **
Other providers don't offer the service/s that I need	40 5%	4 3%	17 6%	19 5%	14 6%	11 4%	8 6%	6 3%	23 6%	17 4%	28 4%	11 10%	31 4%	** **	** **	** **
No other providers are available in my area	40 5%	9 5%	17 6%	14 4%	14 6%	11 4%	5 4%	10 5%	15 4%	25 6%	31 4%	9 8%	36 5%	** **	** **	** **
I trust that my provider makes sure I am on their best deal	29 3%	12 7%	11 4%	5 1%	7 3%	11 4%	5 3%	6 3%	15 4%	14 3%	25 3%	4 4%	26 4%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Q23. (ALL EXCEPT SIM ONLY 30 DAY) You said you are (no longer in/ not sure whether you are in/ nearing the end of your) contract with (PROVIDER) for your (SERVICE), and are not intending to look for another deal with any provider including your own. Why is this?

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
I wouldn't save enough by finding a new deal with my current or another provider	24 3%	4 3%	12 4%	8 2%	8 3%	7 3%	3 2%	6 3%	11 3%	13 3%	24 3%	- -%	22 3%	**	**	**
											b					
I don't know if I am out of contract	20 2%	5 3%	4 1%	11 3%	7 3%	3 1%	4 3%	6 3%	7 2%	13 3%	18 3%	1 1%	18 3%	**	**	**
I value being out of contract/ I value only having a 30 day contract	14 2%	1 *%	8 3%	6 1%	4 2%	4 2%	3 2%	3 1%	8 2%	6 2%	13 2%	1 1%	11 2%	**	**	**
It's difficult to compare deals	13 2%	3 2%	3 1%	7 2%	4 2%	3 1%	3 2%	3 2%	4 1%	8 2%	11 2%	2 2%	11 2%	**	**	**
It's too time consuming to compare deals	9 1%	3 2%	4 1%	2 *%	3 1%	4 2%	2 1%	- -%	5 1%	4 1%	9 1%	- -%	6 1%	**	**	**
I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	6 1%	- -%	1 *%	5 1%	5 2%	1 *%	- -%	- -%	3 1%	2 1%	5 1%	1 1%	5 1%	**	**	**
					bd											

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Q23. (ALL EXCEPT SIM ONLY 30 DAY) You said you are (no longer in/ not sure whether you are in/ nearing the end of your) contract with (PROVIDER) for your (SERVICE), and are not intending to look for another deal with any provider including your own. Why is this?

(IF SIM ONLY 30 DAY) You said you are not intending to look for another deal with any provider including your own. Why is this?

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	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
Not confident /don't understand enough to look into other deals	3 *%	- -%	1 *%	3 1%	1 *%	2 1%	- -%	1 *%	2 *%	2 *%	2 *%	2 2%	3 *%	** **	** **	** **
I am not yet out of contract	2 *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	1 1%	- -%	2 *%	2 *%	- -%	2 *%	** **	** **	** **
Waiting for a contract on one or more of my other communications services to end so I can change more than one service at the same time	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	2 *%	** **	** **	** **
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	** **	** **	** **
Other	7 1%	- -%	3 1%	2 1%	4 2%	2 1%	- -%	2 1%	4 1%	2 *%	6 1%	1 1%	6 1%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 44

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q24. (SHOWCARD) Which, if any, of these are reasons why you are not intending to look for another deal with either your own provider or an alternative one?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
Happy with the service I receive from my current provider	441 53%	118 49%	113 54%	132 52%	78 58%	** **	63 56%	50 46%	** **	55 57%	55 56%	** **	74 59%	53 47%	** **	** **	55 64%
I don't want to change provider	304 36%	78 33%	84 41%	92 36%	50 38%	** **	41 36%	34 31%	** **	43 45%	37 38%	** **	45 36%	38 34%	** **	** **	31 36%
Looking for a better deal is not a priority	171 21%	40 17%	50 24%	56 22%	26 19%	** **	17 15%	23 21%	** **	21 22%	28 28%	** **	25 20%	27 24%	** **	** **	19 22%
I trust that my provider makes sure I am on their best deal	168 20%	37 16%	37 18%	56 22%	39 29%	** **	18 16%	15 14%	** **	17 17%	16 17%	** **	34 27%	18 16%	** **	** **	23 27%
It's too time consuming to compare deals	123 15%	33 14%	38 18%	39 15%	13 10%	** **	17 15%	16 14%	** **	19 20%	19 20%	** **	20 16%	19 17%	** **	** **	5 6%
I wouldn't save enough by finding a new deal with my current or another provider	80 10%	14 6%	23 11%	30 12%	13 10%	** **	10 9%	3 3%	** **	18 18%	3 3%	** **	21 17%	8 7%	** **	** **	13 15%
It's difficult to compare deals	77 9%	23 10%	16 8%	29 11%	9 7%	** **	14 13%	7 6%	** **	6 6%	8 8%	** **	16 12%	13 11%	** **	** **	6 7%

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

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
Other providers don't offer the service/s that I need	67 8%	20 8%	26 13%	14 6%	6 5%	** **	12 10%	7 7%	** **	19 20%	5 5%	** **	11 9%	2 2%	** **	** **	4 4%
			cd							c			c				
It's difficult to work out what I need from a deal	58 7%	18 8%	15 7%	23 9%	2 2%	** **	11 10%	5 5%	** **	4 4%	11 11%	** **	7 6%	16 14%	** **	** **	1 2%
			d	d	d								b				
I don't know if I am out of contract	53 6%	22 9%	19 9%	8 3%	3 2%	** **	- -%	22 20%	** **	- -%	19 20%	** **	- -%	8 8%	** **	** **	1 1%
			cd	cd				b			b		b				
Not confident /don't understand enough to look into other deals	48 6%	15 6%	10 5%	20 8%	3 2%	** **	2 2%	11 10%	** **	4 5%	6 6%	** **	9 7%	11 10%	** **	** **	3 3%
			d	d				b									
I value being out of contract/ I value only having a 30 day contract	44 5%	10 4%	7 3%	11 4%	16 12%	** **	10 9%	* *%	** **	6 6%	* *%	** **	11 9%	- -%	** **	** **	15 18%
					abc		c			c			c				
No other providers are available in my area	32 4%	20 8%	5 2%	7 3%	- -%	** **	12 11%	6 6%	** **	3 3%	1 1%	** **	5 4%	2 2%	** **	** **	- -%
		bcd	d	d													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	23 3%	2 1%	3 2%	10 4%	7 6%	** **	1 1%	1 1%	** **	2 2%	* *%	** **	4 3%	5 5%	** **	** **	4 5%
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	22 3%	4 2%	6 3%	6 2%	6 5%	** **	2 2%	2 2%	** **	4 5%	- -	** **	2 1%	4 4%	** **	** **	3 4%
I am not yet out of contract	17 2%	3 1%	5 2%	4 2%	4 3%	** **	- -	- -	** **	- -	- -	** **	- -	- -	** **	** **	* *%
Waiting for a contract on one or more of my other communications services to end so I can change more than one service at the same time	10 1%	1 *%	1 *%	2 1%	6 5%	** **	1 1%	- -	** **	- -	1 1%	** **	- -	2 2%	** **	** **	1 2%
Other	34 4%	11 5%	7 3%	9 4%	6 4%	** **	5 4%	6 6%	** **	3 3%	3 3%	** **	3 2%	6 5%	** **	** **	1 1%
REASONS TO STAY WITH CURRENT	617 74%	163 68%	155 75%	187 74%	111 83%	** **	86 76%	68 63%	** **	75 77%	74 76%	** **	99 79%	79 70%	** **	** **	74 86%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 44

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Q24. (SHOWCARD) Which, if any, of these are reasons why you are not intending to look for another deal with either your own provider or an alternative one?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
DIFFICULT/ TIME CONSUMING	190	55	52	67	16	**	25	27	**	25	25	**	33	34	**	**	9
	23%	23%	25%	26%	12%	**	22%	24%	**	25%	26%	**	26%	30%	**	**	10%
		d	d	d													
NO CHOICE	93	38	28	21	6	**	23	13	**	19	6	**	16	4	**	**	4
	11%	16%	13%	8%	5%	**	20%	12%	**	20%	6%	**	13%	3%	**	**	4%
		cd	d							c			c				

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

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
Happy with the service I receive from my current provider	441 53%	86 51%	145 50%	208 56%	116 50%	148 56%	85 57%	92 49%	220 54%	219 52%	391 54%	50 46%	367 53%	** **	** **	** **
I don't want to change provider	304 36%	56 33%	106 36%	142 38%	77 33%	103 39%	53 36%	71 37%	155 38%	148 35%	274 38%	30 28%	255 37%	** **	** **	** **
Looking for a better deal is not a priority	171 21%	32 19%	60 21%	79 21%	69 30% bcd	56 21% d	24 16%	22 12%	97 24% b	74 17%	153 21%	18 17%	140 20%	** **	** **	** **
I trust that my provider makes sure I am on their best deal	168 20%	38 22%	47 16%	84 22% b	39 17%	57 21%	34 23%	38 20%	88 21%	80 19%	148 20%	20 19%	140 20%	** **	** **	** **
It's too time consuming to compare deals	123 15%	16 10%	58 20% ac	48 13%	42 18% d	46 17% d	23 15% d	12 6%	59 14%	64 15%	112 15%	11 11%	105 15%	** **	** **	** **
I wouldn't save enough by finding a new deal with my current or another provider	80 10%	12 7%	27 9%	41 11%	32 14% cd	25 9%	9 6%	13 7%	38 9%	42 10%	74 10%	5 5%	68 10%	** **	** **	** **
It's difficult to compare deals	77 9%	11 7%	25 9%	40 11%	28 12% d	31 12% d	10 7%	9 5%	33 8%	43 10%	69 10%	8 8%	68 10%	** **	** **	** **

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

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Significance Level: 95%																
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
Other providers don't offer the service/s that I need	67 8%	14 8%	27 9%	26 7%	30 13% bcd	20 8%	7 4%	11 6%	33 8%	34 8%	57 8%	9 8%	58 8%	** **	** **	** **
It's difficult to work out what I need from a deal	58 7%	10 6%	21 7%	26 7%	21 9% cd	25 10% cd	6 4%	7 4%	17 4%	40 9% a	54 7%	4 4%	46 7%	** **	** **	** **
I don't know if I am out of contract	53 6%	7 4%	19 7%	27 7%	14 6%	14 5%	11 7%	14 8%	20 5%	33 8%	46 6%	6 6%	42 6%	** **	** **	** **
Not confident /don't understand enough to look into other deals	48 6%	7 4%	16 6%	25 7%	11 5%	14 5%	10 7%	13 7%	13 3%	36 8% a	43 6%	5 4%	39 6%	** **	** **	** **
I value being out of contract/ I value only having a 30 day contract	44 5%	7 4%	16 5%	21 6%	10 4%	20 7% d	7 5%	7 3%	23 6%	20 5%	43 6% b	1 1%	40 6%	** **	** **	** **
No other providers are available in my area	32 4%	5 3%	14 5%	13 3%	7 3%	10 4%	5 4%	9 5%	12 3%	19 5%	22 3%	10 9% a	27 4%	** **	** **	** **

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

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	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	23 3%	6 3%	10 4%	8 2%	8 3%	5 2%	2 1%	9 5%	12 3%	11 3%	22 3%	1 1%	19 3%	** **	** **	** **
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	22 3%	11 7% bc	6 2%	5 1%	1 *% a	8 3% a	9 6% ad	4 2% a	19 5% b	3 1%	22 3% b	- -%	20 3%	** **	** **	** **
I am not yet out of contract	17 2%	4 2%	6 2%	6 2%	7 3%	5 2%	2 1%	2 1%	10 2%	6 2%	11 2%	5 5% a	12 2%	** **	** **	** **
Waiting for a contract on one or more of my other communications services to end so I can change more than one service at the same time	10 1%	5 3% c	4 1%	2 1%	* *% a	3 1%	4 3% a	3 2%	5 1%	6 1%	10 1%	* *% a	10 1%	** **	** **	** **
Other	34 4%	4 2%	12 4%	18 5%	12 5%	8 3%	4 3%	9 5%	18 4%	16 4%	30 4%	4 3%	27 4%	** **	** **	** **
REASONS TO STAY WITH CURRENT	617 74%	123 73%	208 71%	284 76%	161 69%	205 78% a	115 78%	135 71%	308 75%	307 72%	544 75% b	73 67%	517 74%	** **	** **	** **

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

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
DIFFICULT/ TIME CONSUMING	190	27	74	88	66	61	36	27	82	106	170	19	160	**	**	**
	23%	16%	25%	24%	29%	23%	24%	14%	20%	25%	23%	18%	23%	**	**	**
		a	a	a	d	d	d									
NO CHOICE	93	18	36	38	35	28	12	18	43	49	75	16	79	**	**	**
	11%	11%	12%	10%	15%	11%	8%	10%	11%	12%	10%	15%	11%	**	**	**
					c											

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 45

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Q23/ Q24. SUMMARY OF SPONTANEOUS AND PROMPTED REASONS FOR NOT INTENDING TO LOOK FOR ANOTHER DEAL WITH OWN PROVIDER OR AN ALTERNATIVE PROVIDER

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
Happy with the service I receive from my current provider	617 74%	171 72%	152 73%	184 72%	110 82% abc	** **	85 76%	78 72%	** **	69 72%	73 75%	** **	95 76%	79 70%	** **	** **	77 90%
I don't want to change provider	408 49%	108 45%	110 53%	129 51%	61 46%	** **	57 50%	46 42%	** **	57 58%	49 50%	** **	67 54%	54 48%	** **	** **	38 45%
Looking for a better deal is not a priority	315 38%	81 34%	88 42% d	105 41% d	40 30%	** **	32 28%	47 43% b	** **	39 40%	46 48%	** **	50 40%	48 43%	** **	** **	25 29%
I trust that my provider makes sure I am on their best deal	189 23%	39 17%	44 21%	61 24% a	44 33% abc	** **	21 18%	15 14%	** **	25 25%	16 17%	** **	36 29% c	20 17%	** **	** **	29 34%
It's too time consuming to compare deals	125 15%	33 14%	39 19% d	40 16% d	13 10%	** **	17 15%	16 14%	** **	19 20%	20 21%	** **	21 17%	19 17%	** **	** **	5 6%
I wouldn't save enough by finding a new deal with my current or another provider	100 12%	23 10%	26 13%	33 13%	18 13%	** **	13 12%	6 6%	** **	19 20% c	5 5%	** **	23 18% c	9 8%	** **	** **	15 17%

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

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Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
Other providers don't offer the service/s that I need	91 11%	35 15% cd	34 16% cd	15 6%	8 6%	** **	17 15%	16 15%	** **	24 25% c	8 8%	** **	11 9% c	3 3%	** **	** **	4 4%
It's difficult to compare deals	86 10%	25 11%	21 10%	30 12%	9 7%	** **	14 13%	9 9%	** **	10 11%	9 9%	** **	16 13%	14 12%	** **	** **	6 7%
I don't know if I am out of contract	68 8%	25 11% cd	21 10% d	15 6%	7 5%	** **	- -%	25 24% b	** **	- -%	21 22% b	** **	- -%	15 14% b	** **	** **	1 1%
It's difficult to work out what I need from a deal	58 7%	18 8% d	15 7% d	23 9% d	2 2%	** **	11 10%	5 5%	** **	4 4%	11 11%	** **	7 6%	16 14% b	** **	** **	1 2%
I value being out of contract/ I value only having a 30 day contract	54 6%	13 5%	9 4%	15 6%	17 13% abc	** **	12 11% c	* *% c	** **	8 8% c	1 1%	** **	12 10% c	3 2%	** **	** **	17 20%
No other providers are available in my area	53 6%	23 10% bd	9 5%	18 7% d	3 2%	** **	14 12%	9 8%	** **	5 5%	3 3%	** **	10 8%	7 6%	** **	** **	2 2%
Not confident /don't understand enough to look into other deals	51 6%	15 6% d	11 5%	22 9% d	3 2%	** **	2 2%	11 10% b	** **	5 5%	6 6%	** **	10 8%	12 11%	** **	** **	3 3%

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

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	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
Effective Weighted Sample	825	229	191	252	158	15	109	105	15	87	90	16	126	111	19	17	111
Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	28 3%	2 1%	5 3%	11 4%	9 6%	** **	1 1%	1 1%	** **	4 4%	1 1%	** **	4 3%	6 5%	** **	** **	6 7%
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	22 3%	4 2%	6 3%	6 2%	6 5%	** **	2 2%	2 2%	** **	4 5%	- -	** **	2 1%	4 4%	** **	** **	3 4%
I am not yet out of contract	17 2%	3 1%	5 2%	5 2%	4 3%	** **	- -	- -	** **	- -	- -	** **	- -	- -	** **	** **	* %
Waiting for a contract on one or more of my other communications services to end so I can change more than one service at the same time	12 1%	1 *	2 1%	2 1%	7 5%	** **	1 1%	- -	** **	- -	2 2%	** **	- -	2 2%	** **	** **	2 2%
Other	39 5%	13 5%	7 3%	13 5%	6 4%	** **	5 4%	8 7%	** **	3 3%	3 3%	** **	4 3%	8 7%	** **	** **	1 1%
REASONS TO STAY WITH CURRENT	738 88%	205 86%	186 90%	222 87%	125 94%	** **	100 88%	92 85%	** **	89 92%	85 88%	** **	114 91%	96 86%	** **	** **	83 97%

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

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	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	959	263	228	286	182	17	126	120	18	103	107	18	142	126	21	18	127
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Total	834	238	208	254	134	16	113	108	14	97	97	17	125	112	20	18	85
DIFFICULT/ TIME CONSUMING	197	55	54	71	16	**	25	27	**	25	26	**	36	35	**	**	9
	24%	23%	26%	28%	12%	**	22%	24%	**	26%	27%	**	29%	31%	**	**	10%
		d	d	d													
NO CHOICE	130	53	36	30	10	**	28	23	**	25	9	**	20	10	**	**	5
	16%	22%	17%	12%	8%	**	25%	21%	**	26%	9%	**	16%	9%	**	**	6%
		cd	d							c							

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 45

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q23/ Q24. SUMMARY OF SPONTANEOUS AND PROMPTED REASONS FOR NOT INTENDING TO LOOK FOR ANOTHER DEAL WITH OWN PROVIDER OR AN ALTERNATIVE PROVIDER

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
Happy with the service I receive from my current provider	617 74%	130 77%	203 70%	283 76% b	167 72%	199 75%	113 76%	138 73%	307 75%	309 73%	543 75%	73 68%	515 74%	** **	** **	** **
I don't want to change provider	408 49%	75 44%	139 48%	193 52%	108 47%	136 51%	72 48%	92 49%	209 51%	198 47%	366 51% b	42 38%	341 49%	** **	** **	** **
Looking for a better deal is not a priority	315 38%	55 33%	118 40%	142 38%	102 44% d	105 40% d	56 37% d	52 28%	158 39%	157 37%	279 39%	35 33%	254 36%	** **	** **	** **
I trust that my provider makes sure I am on their best deal	189 23%	45 27%	56 19%	88 23%	44 19%	65 24%	37 25%	43 23%	97 24%	92 22%	167 23%	22 21%	159 23%	** **	** **	** **
It's too time consuming to compare deals	125 15%	18 11%	58 20% ac	49 13%	43 18% d	48 18% d	23 15% d	12 6%	61 15%	64 15%	114 16%	11 11%	107 15%	** **	** **	** **
I wouldn't save enough by finding a new deal with my current or another provider	100 12%	16 10%	36 12%	47 13%	38 16% cd	31 12%	12 8%	19 10%	49 12%	51 12%	94 13% b	5 5%	87 12%	** **	** **	** **
Other providers don't offer the service/s that I need	91 11%	14 8%	37 13%	40 11%	38 17% bcd	26 10%	12 8%	14 8%	47 12%	44 10%	77 11%	13 12%	75 11%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 45

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q23/ Q24. SUMMARY OF SPONTANEOUS AND PROMPTED REASONS FOR NOT INTENDING TO LOOK FOR ANOTHER DEAL WITH OWN PROVIDER OR AN ALTERNATIVE PROVIDER

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
It's difficult to compare deals	86 10%	13 8%	27 9%	45 12%	30 13% d	32 12% d	13 9%	11 6%	37 9%	48 11%	77 11%	9 8%	76 11%	** **	** **	** **
I don't know if I am out of contract	68 8%	11 7%	22 8%	35 9%	20 8%	15 6%	15 10%	19 10%	26 6%	42 10% a	61 8%	8 7%	57 8%	** **	** **	** **
It's difficult to work out what I need from a deal	58 7%	10 6%	21 7%	26 7%	21 9% cd	25 10% cd	6 4%	7 4%	17 4%	40 9% a	54 7%	4 4%	46 7%	** **	** **	** **
I value being out of contract/ I value only having a 30 day contract	54 6%	8 5%	20 7%	25 7%	13 6%	23 9% d	11 7%	7 4%	28 7%	25 6%	52 7% b	2 2%	47 7%	** **	** **	** **
No other providers are available in my area	53 6%	11 6%	22 8%	20 5%	15 7%	17 7%	7 5%	13 7%	20 5%	33 8%	41 6%	12 11% a	46 7%	** **	** **	** **
Not confident /don't understand enough to look into other deals	51 6%	7 4%	17 6%	26 7%	12 5%	15 6%	10 7%	14 7%	14 3%	36 9% a	45 6%	6 5%	40 6%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 45

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Q23/ Q24. SUMMARY OF SPONTANEOUS AND PROMPTED REASONS FOR NOT INTENDING TO LOOK FOR ANOTHER DEAL WITH OWN PROVIDER OR AN ALTERNATIVE PROVIDER

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND ~b	WALES ~c	NORTHRN IRELAND ~d
Significance Level: 95%																
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
I value the extra services that I get with my current provider (e.g. reduced price cinema tickets, free coffee, discounts with retailers etc.)	28 3%	6 3%	11 4%	11 3%	11 5%	5 2%	2 1%	9 5%	15 4%	13 3%	26 4%	2 2%	22 3%	** **	** **	** **
Waiting for new equipment or technology to become available (e.g. a new handset or better broadband speed)	22 3%	11 7%	6 2%	5 1%	1 *%	8 3%	9 6%	4 2%	19 5%	3 1%	22 3%	- -%	20 3%	** **	** **	** **
I am not yet out of contract	17 2%	4 2%	6 2%	7 2%	7 3%	5 2%	2 1%	3 2%	10 2%	7 2%	12 2%	5 5%	12 2%	** **	** **	** **
Waiting for a contract on one or more of my other communications services to end so I can change more than one service at the same time	12 1%	5 3%	4 1%	3 1%	1 1%	4 1%	4 3%	3 2%	5 1%	7 2%	12 2%	* *%	12 2%	** **	** **	** **
Other	39 5%	4 2%	14 5%	20 5%	15 6%	9 3%	4 3%	11 6%	21 5%	16 4%	34 5%	5 4%	32 5%	** **	** **	** **
REASONS TO STAY WITH CURRENT	738 88%	152 90%	247 85%	337 90%	203 88%	235 89%	135 91%	165 87%	367 90%	369 87%	645 89%	91 84%	617 89%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 45

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q23/ Q24. SUMMARY OF SPONTANEOUS AND PROMPTED REASONS FOR NOT INTENDING TO LOOK FOR ANOTHER DEAL WITH OWN PROVIDER OR AN ALTERNATIVE PROVIDER

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	959	155	311	491	270	279	160	250	447	510	821	136	798	96	49	16
Effective Weighted Sample	825	137	265	441	229	242	143	216	388	436	705	120	684	84	43	14
Total	834	169	291	373	232	264	148	189	409	424	724	109	696	86	38	14
DIFFICULT/ TIME CONSUMING	197	28	75	92	69	63	36	30	88	108	175	21	166	**	**	**
	24%	17%	26%	25%	30%	24%	24%	16%	22%	25%	24%	19%	24%	**	**	**
			a	a	d	d	d									
NO CHOICE	130	23	53	54	48	39	19	24	62	68	105	23	108	**	**	**
	16%	13%	18%	14%	21%	15%	13%	13%	15%	16%	15%	21%	16%	**	**	**
					cd							a				

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 46

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q25. (SHOWCARD) You said you value or like being out of contract/ only having a 30 day contract for your (SERVICE). Why is that?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal and give the reason that they value or like being out of contract/ only having a 30 day contract for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	~d	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	62	13	8	15	26	-	12	1	1	6	1	-	15	-	-	-	25
Effective Weighted Sample	50	11	6	13	21	-	10	1	1	5	1	-	13	-	-	-	20
Total	44	10	7	11	16	-	10	*	*	6	*	-	11	-	-	-	15
Being out of contract/ Only having a 30 day contract means I can switch my deal or provider if I see a better deal	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being out of contract/ Only having a 30 day contract means I can switch to another provider if I don't like the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being out of contract/ Only having a 30 day contract means I can cancel the service at any time without being charged fees to cancel	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 46

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q25. (SHOWCARD) You said you value or like being out of contract/ only having a 30 day contract for your (SERVICE). Why is that?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal and give the reason that they value or like being out of contract/ only having a 30 day contract for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
		~a	~b	~c	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Significance Level: 95%																
Unweighted total	62	8	21	32	14	28	8	12	31	30	59	3	55	5	2	-
Effective Weighted Sample	50	7	18	25	12	22	7	10	25	24	48	3	45	4	2	-
Total	44	7	16	21	10	20	7	7	23	20	43	1	40	4	1	-
Being out of contract/ Only having a 30 day contract means I can switch my deal or provider if I see a better deal	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being out of contract/ Only having a 30 day contract means I can switch to another provider if I don't like the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Being out of contract/ Only having a 30 day contract means I can cancel the service at any time without being charged fees to cancel	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 47

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q26. (SHOWCARD) You said it's difficult to compare deals for a (SERVICE). Why is that?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal and give the reason that it's difficult to compare deals or it's difficult to work out what they need from a deal for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	~d	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	119	32	26	49	12	2	17	13	2	11	13	1	24	24	-	-	9
Effective Weighted Sample	100	28	21	42	10	2	14	12	1	9	11	1	20	21	-	-	8
Total	107	31	25	42	10	2	18	11	2	9	14	*	20	21	-	-	6
Difficult to compare costs from different providers	61 57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I don't know what I need or use from a deal (e.g. how much data I need/ what download speed I need)	40 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficult to compare what's included in deals from different providers	54 50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't understand the wording/ language/ terminology used	25 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Different wording is used to describe the same features by different providers	35 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	3 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 47

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q26. (SHOWCARD) You said it's difficult to compare deals for a (SERVICE). Why is that?

Base : All who are out of contract or unsure of their contract status or are responding about their Mobile and using SIM only 30 day or are nearing the end of their contract (up to 3 months) for any service and who are not looking or planning to look for a new deal and give the reason that it's difficult to compare deals or it's difficult to work out what they need from a deal for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		~a	~b	~c	~a	~b	~c	~d	~a	~b	a	~b	~a	~b	~c	~d
Unweighted total	119	14	35	69	45	41	16	17	42	76	105	13	99	12	5	3
Effective Weighted Sample	100	13	28	62	37	36	14	16	36	63	89	11	83	10	5	3
Total	107	16	36	54	38	43	15	12	40	66	97	10	89	12	3	3
Difficult to compare costs from different providers	61	**	**	**	**	**	**	**	**	**	56	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	58%	**	**	**	**	**
I don't know what I need or use from a deal (e.g. how much data I need/ what download speed I need)	40	**	**	**	**	**	**	**	**	**	38	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	39%	**	**	**	**	**
Difficult to compare what's included in deals from different providers	54	**	**	**	**	**	**	**	**	**	48	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	50%	**	**	**	**	**
Don't understand the wording/ language/ terminology used	25	**	**	**	**	**	**	**	**	**	21	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	22%	**	**	**	**	**
Different wording is used to describe the same features by different providers	35	**	**	**	**	**	**	**	**	**	31	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	32%	**	**	**	**	**
Other reasons	3	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 48

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q27. (SHOWCARD) Compared to what you are paying now, how much do you think you could save (per month) by signing up to a new contract (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) for your (SERVICE) with either your current provider or an alternative provider? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile or Pay As You Go for Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Significance Level: 95%																	
Unweighted total	1557	328	323	356	550	-	182	146	-	179	144	-	199	157	-	-	162
Effective Weighted Sample	1298	279	270	312	461	-	154	126	-	149	121	-	175	137	-	-	142
Total	1218	280	285	306	347	-	156	124	-	156	129	-	170	136	-	-	108
Under £10	60	5	8	18	29	**	2	4	**	4	4	**	13	6	**	**	11
	5%	2%	3%	6%	8%	**	1%	3%	**	3%	3%	**	8%	4%	**	**	10%
				ab	ab												
£10-£19	79	18	19	25	17	**	10	8	**	13	6	**	18	6	**	**	6
	6%	6%	7%	8%	5%	**	6%	7%	**	9%	5%	**	11%	5%	**	**	6%
													c				
£20 or more	71	16	29	19	7	**	11	5	**	22	7	**	11	8	**	**	2
	6%	6%	10%	6%	2%	**	7%	4%	**	14%	5%	**	6%	6%	**	**	2%
			d	ad	d					c							
Nothing	314	51	52	63	149	**	26	25	**	38	14	**	42	22	**	**	52
	26%	18%	18%	21%	43%	**	17%	20%	**	24%	11%	**	24%	16%	**	**	48%
					abc					c							
Don't know	693	190	177	181	145	**	108	83	**	78	98	**	86	94	**	**	38
	57%	68%	62%	59%	42%	**	69%	66%	**	50%	76%	**	51%	69%	**	**	35%
		cd	d	d						b			b				
Mean amount in £s - 'Nothing' included as zero	6.13	7.37	10.27	7.67	2.43	**	8.78	5.75	**	10.54	9.57	**	6.79	9.44	**	**	2.67
		d	d	d													
Standard error	.43	1.07	1.34	1.00	.36	**	1.60	1.35	**	1.54	2.72	**	1.00	2.26	**	**	.76
Mean amount in £s - 'Nothing' excluded	15.33	16.93	19.83	15.50	9.23	**	19.02	14.19	**	20.61	17.96	**	13.51	19.68	**	**	10.17
Standard error	.81	1.57	1.88	1.56	1.12	**	2.14	2.21	**	2.01	4.33	**	1.49	3.64	**	**	2.43

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 48

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q27. (SHOWCARD) Compared to what you are paying now, how much do you think you could save (per month) by signing up to a new contract (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) for your (SERVICE) with either your current provider or an alternative provider? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile or Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	299	510	746	426	439	258	431	728	826	1337	214	1300	145	78	34
Effective Weighted Sample	1298	245	421	658	353	368	219	369	611	688	1117	177	1080	123	68	27
Total	1218	270	428	518	330	382	210	294	605	610	1053	160	1017	117	57	26
Under £10	60	20	21	18	16	20	7	17	31	30	55	5	50	4	**	**
	5%	8%	5%	4%	5%	5%	3%	6%	5%	5%	5%	3%	5%	3%	**	**
		c														
£10-£19	79	21	34	24	27	24	16	11	39	40	65	13	69	7	**	**
	6%	8%	8%	5%	8%	6%	8%	4%	6%	7%	6%	8%	7%	6%	**	**
			c		d		d									
£20 or more	71	16	30	24	31	19	10	11	41	30	56	14	59	8	**	**
	6%	6%	7%	5%	9%	5%	5%	4%	7%	5%	5%	9%	6%	7%	**	**
					bcd							a				
Nothing	314	74	100	140	80	106	47	82	162	153	270	42	267	33	**	**
	26%	27%	23%	27%	24%	28%	22%	28%	27%	25%	26%	26%	26%	28%	**	**
Don't know	693	139	241	311	174	214	131	172	333	357	605	86	572	66	**	**
	57%	52%	56%	60%	53%	56%	62%	58%	55%	59%	57%	54%	56%	56%	**	**
				a			a									
Mean amount in £s - 'Nothing' included as zero	6.13	5.65	7.39	5.32	8.46	5.22	6.63	4.11	6.63	5.60	5.89	7.70	6.15	5.80	**	**
			c		bd		d									
Standard error	.43	.82	.75	.66	.89	.71	1.11	.73	.63	.58	.46	1.18	.46	1.33	**	**
Mean amount in £s - 'Nothing' excluded	15.33	12.90	16.06	16.47	17.55	14.07	16.05	12.55	16.29	14.25	14.91	17.56	15.39	15.98	**	**
Standard error	.81	1.48	1.22	1.54	1.40	1.41	2.13	1.82	1.17	1.13	.90	1.89	.88	2.78	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 49

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q28. (SHOWCARD) Compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from an alternative provider need to be to encourage you to switch provider for your (SERVICE)? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c
Unweighted total	1220	328	323	356	213	-	182	146	-	179	144	-	199	157	-	-	162
Effective Weighted Sample	1036	279	270	312	179	-	154	126	-	149	121	-	175	137	-	-	142
Total	1023	280	285	306	152	-	156	124	-	156	129	-	170	136	-	-	108
Under £10	65	7	11	25	22	**	3	4	**	7	3	**	17	8	**	**	20
	6%	3%	4%	8%	14%	**	2%	3%	**	5%	3%	**	10%	6%	**	**	18%
				ab	abc												
£10-£19	95	20	24	39	12	**	12	8	**	15	9	**	33	6	**	**	8
	9%	7%	8%	13%	8%	**	8%	7%	**	10%	7%	**	19%	5%	**	**	7%
				a									c				
£20-£29	79	26	34	17	3	**	16	10	**	25	8	**	10	6	**	**	1
	8%	9%	12%	5%	2%	**	10%	8%	**	16%	6%	**	6%	5%	**	**	1%
		cd	cd							c							
£30 or more	47	15	23	9	1	**	12	3	**	19	4	**	6	2	**	**	1
	5%	5%	8%	3%	1%	**	8%	2%	**	12%	3%	**	4%	2%	**	**	1%
		d	cd				c			c							
Cost does not matter, I would stay with the same provider and not switch	169	47	43	49	31	**	23	24	**	27	15	**	27	21	**	**	24
	17%	17%	15%	16%	20%	**	15%	19%	**	18%	12%	**	16%	16%	**	**	22%
Cost does not matter, I value being out of contract/ on a 30 day contract	89	23	18	25	23	**	15	8	**	12	6	**	13	13	**	**	20
	9%	8%	6%	8%	15%	**	10%	6%	**	8%	4%	**	7%	9%	**	**	19%
				abc													
Don't know	477	143	132	142	60	**	75	68	**	49	83	**	63	79	**	**	34
	47%	51%	46%	46%	40%	**	48%	55%	**	31%	64%	**	37%	58%	**	**	31%
		d								b			b				

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 49

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q28. (SHOWCARD) Compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from an alternative provider need to be to encourage you to switch provider for your (SERVICE)? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
Total	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Significance Level: 95%																	
Mean amount in £s - 'Cost does not matter' included as zero	8.99	9.57	13.20	7.65	3.60	**	11.27	7.14	**	14.76	9.59	**	8.58	5.89	**	**	3.01
		d	acd	d													
Standard error	.50	.98	1.26	.75	.56	**	1.40	1.24	**	1.63	1.66	**	.89	1.36	**	**	.55
Mean amount in £s - 'Cost does not matter' excluded	17.09	19.33	21.90	13.95	8.83	**	21.17	16.16	**	23.40	17.85	**	13.67	14.79	**	**	7.53
			c														
Standard error	.69	1.19	1.54	.96	1.02	**	1.60	1.63	**	1.95	2.03	**	1.04	2.31	**	**	1.07

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 49

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q28. (SHOWCARD) Compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from an alternative provider need to be to encourage you to switch provider for your (SERVICE)? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1220	191	426	601	351	352	199	316	569	648	1051	165	1016	117	65	22
Effective Weighted Sample	1036	165	359	536	296	297	176	274	487	549	895	137	861	101	57	17
Total	1023	201	380	441	290	323	177	231	507	513	888	132	854	100	50	19
Under £10	65	15	23	27	21	25	7	12	31	34	56	9	53	7	**	**
	6%	7%	6%	6%	7%	8%	4%	5%	6%	7%	6%	7%	6%	7%	**	**
£10-£19	95	16	48	30	33	37	12	14	54	41	74	21	77	13	**	**
	9%	8%	13%	7%	12%	11%	7%	6%	11%	8%	8%	16%	9%	13%	**	**
			c		d	d						a				
£20-£29	79	12	35	32	36	26	8	9	47	33	66	12	63	11	**	**
	8%	6%	9%	7%	13%	8%	5%	4%	9%	6%	7%	9%	7%	11%	**	**
					bcd	d										
£30 or more	47	3	24	20	17	15	8	7	27	20	41	6	37	3	**	**
	5%	2%	6%	5%	6%	5%	5%	3%	5%	4%	5%	4%	4%	3%	**	**
			a													
Cost does not matter, I would stay with the same provider and not switch	169	34	67	69	38	53	37	42	79	90	148	21	143	20	**	**
	17%	17%	18%	16%	13%	16%	21%	18%	16%	18%	17%	16%	17%	20%	**	**
							a									
Cost does not matter, I value being out of contract/ on a 30 day contract	89	22	30	36	23	33	9	23	51	38	78	10	79	4	**	**
	9%	11%	8%	8%	8%	10%	5%	10%	10%	7%	9%	8%	9%	4%	**	**
						c										
Don't know	477	99	153	225	120	134	96	124	217	258	424	53	400	42	**	**
	47%	49%	40%	51%	41%	42%	54%	54%	43%	50%	48%	40%	47%	42%	**	**
		b		b			ab	ab		a						
Mean amount in £s - 'Cost does not matter' included as zero	8.99	6.46	10.36	8.76	11.46	8.33	8.49	6.64	9.72	8.18	8.90	9.47	8.71	9.29	**	**
					bd											
Standard error	.50	1.23	.84	.71	.89	.77	1.52	1.13	.73	.69	.56	1.11	.55	1.39	**	**
Columns Tested:		a,b,c	a,b,c,d	a,b	a,b	a,b,c,d										

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 49

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q28. (SHOWCARD) Compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from an alternative provider need to be to encourage you to switch provider for your (SERVICE)? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Mean amount in £s - 'Cost does not matter'	17.09	14.47	18.02	17.15	17.99	15.38	19.63	16.83	17.69	16.40	17.37	15.67	17.11	15.66	**	**
Standard error	.69	2.18	1.06	.98	1.01	1.00	2.52	2.24	.97	1.00	.80	1.31	.80	1.75	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 50

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q29. (SHOWCARD) And compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from your existing provider need to be to encourage you to change your deal? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile

	SERVICE					PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%	a	b	c	d	~a	b	c	~a	b	c	~a	b	c	~a	~b	c	
Unweighted total	1220	328	323	356	213	-	182	146	-	179	144	-	199	157	-	-	162
Effective Weighted Sample	1036	279	270	312	179	-	154	126	-	149	121	-	175	137	-	-	142
Total	1023	280	285	306	152	-	156	124	-	156	129	-	170	136	-	-	108
Under £10	76	12	13	28	23	**	8	4	**	9	3	**	21	7	**	**	18
	7%	4%	5%	9%	15%	**	5%	3%	**	6%	3%	**	12%	5%	**	**	17%
				ab	abc								c				
£10-£19	118	29	42	39	9	**	18	11	**	28	14	**	29	10	**	**	6
	12%	10%	15%	13%	6%	**	11%	9%	**	18%	11%	**	17%	7%	**	**	6%
			d	d									c				
£20 or more	122	41	46	29	5	**	27	15	**	31	15	**	16	13	**	**	2
	12%	15%	16%	10%	3%	**	17%	12%	**	20%	12%	**	10%	9%	**	**	2%
		cd	cd	d													
Cost does not matter, I value being out of contract/ on a 30 day contract	160	33	39	52	36	**	22	10	**	29	10	**	33	19	**	**	31
	16%	12%	14%	17%	24%	**	14%	8%	**	19%	7%	**	19%	14%	**	**	28%
				abc	abc					c							
Don't know	546	166	145	158	77	**	81	84	**	58	87	**	71	87	**	**	50
	53%	59%	51%	52%	51%	**	52%	68%	**	37%	67%	**	42%	64%	**	**	46%
		b						b			b		b				
Mean amount in £s - 'Cost does not matter' included as zero	10.66	12.50	14.14	9.02	4.49	**	13.11	11.39	**	14.26	13.86	**	8.49	10.08	**	**	3.79
		cd	cd	d													
Standard error	.52	1.01	1.18	.81	.75	**	1.38	1.32	**	1.45	1.99	**	.88	1.72	**	**	.81
Mean amount in £s - 'Cost does not matter' excluded	16.06	17.53	19.54	13.91	8.89	**	18.74	15.41	**	20.29	17.95	**	12.70	16.58	**	**	8.07
			c														
Standard error	.61	1.02	1.29	.95	1.27	**	1.44	1.16	**	1.61	2.15	**	1.02	2.05	**	**	1.51

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 50

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q29. (SHOWCARD) And compared to what you are paying now, how much cheaper (per month) would a similar deal (DUAL, TRIPLE OR PAY TV)/ a SIM-only contract (MOBILE BUT NOT 30 DAY SIM ONLY)/ a 12-month SIM-only deal (MOBILE 30 DAY SIM ONLY) from your existing provider need to be to encourage you to change your deal? Please give your best estimate if you're not sure.

Base : Those who are out of contract or unsure about the status of their contract for their (SERVICE) or responding about SIM only 30 day for Mobile excluding those responding about Pay As You Go for Mobile

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1220	191	426	601	351	352	199	316	569	648	1051	165	1016	117	65	22
Effective Weighted Sample	1036	165	359	536	296	297	176	274	487	549	895	137	861	101	57	17
Total	1023	201	380	441	290	323	177	231	507	513	888	132	854	100	50	19
Under £10	76	23	24	28	17	33	10	15	44	32	62	14	62	9	**	**
	7%	12%	6%	6%	6%	10%	6%	7%	9%	6%	7%	11%	7%	9%	**	**
		bc				a										
£10-£19	118	14	69	35	48	40	12	17	60	58	98	18	92	16	**	**
	12%	7%	18%	8%	17%	13%	7%	7%	12%	11%	11%	14%	11%	16%	**	**
			ac		cd	cd										
£20 or more	122	21	48	52	43	41	23	15	64	58	103	18	100	12	**	**
	12%	11%	13%	12%	15%	13%	13%	7%	13%	11%	12%	14%	12%	12%	**	**
					d	d	d									
Cost does not matter, I value being out of contract/ on a 30 day contract	160	42	53	65	45	48	24	42	92	68	144	16	140	13	**	**
	16%	21%	14%	15%	16%	15%	14%	18%	18%	13%	16%	12%	16%	13%	**	**
		bc							b							
Don't know	546	99	185	260	137	159	107	141	248	295	480	66	457	51	**	**
	53%	49%	49%	59%	47%	49%	61%	61%	49%	58%	54%	50%	54%	50%	**	**
				ab			ab	ab		a						
Mean amount in £s - 'Cost does not matter' included as zero	10.66	8.37	11.74	10.78	11.79	10.62	12.19	7.60	10.07	11.37	10.40	12.12	10.50	10.52	**	**
					d	d										
Standard error	.52	1.25	.82	.79	.89	.90	1.63	1.00	.69	.78	.55	1.52	.58	1.54	**	**
Mean amount in £s - 'Cost does not matter' excluded	16.06	14.39	16.11	16.84	16.70	15.09	18.71	14.37	15.56	16.62	16.11	15.85	16.29	14.21	**	**
Standard error	.61	1.75	.91	.93	.96	1.03	1.95	1.43	.82	.92	.66	1.72	.69	1.76	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 51

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q30. (SHOWCARD) Do you know how much data is included in your mobile package each month?

Base : All responding about their Mobile excluding Pay As You Go users

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	799	-	-	-	799	-	-	-	-	-	-	-	-	-	586	456	292
Effective Weighted Sample	630	-	-	-	630	-	-	-	-	-	-	-	-	-	462	368	248
Total	686	-	-	-	686	-	-	-	-	-	-	-	-	-	534	452	191
Yes, I know my monthly data allowance	521	**	**	**	521	**	**	**	**	**	**	**	**	**	411	345	147
	76%	**	**	**	76%	**	**	**	**	**	**	**	**	**	77%	76%	77%
No, I don't know my monthly data allowance	105	**	**	**	105	**	**	**	**	**	**	**	**	**	80	70	27
	15%	**	**	**	15%	**	**	**	**	**	**	**	**	**	15%	16%	14%
I don't have a monthly data allowance	22	**	**	**	22	**	**	**	**	**	**	**	**	**	15	11	8
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	3%	2%	4%
I don't know if have a monthly data allowance	38	**	**	**	38	**	**	**	**	**	**	**	**	**	29	25	10
	6%	**	**	**	6%	**	**	**	**	**	**	**	**	**	5%	6%	5%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 51

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q30. (SHOWCARD) Do you know how much data is included in your mobile package each month?

Base : All responding about their Mobile excluding Pay As You Go users

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	~b	~c	~d
Unweighted total	799	285	275	238	221	264	143	167	358	438	693	101	690	65	28	16
Effective Weighted Sample	630	234	217	194	167	220	116	131	286	345	544	82	538	59	24	11
Total	686	280	249	157	182	243	141	116	322	360	599	84	592	54	25	16
Yes, I know my monthly data allowance	521	242	192	86	140	188	108	81	250	269	462	56	447	**	**	**
	76%	87%	77%	55%	77%	77%	77%	70%	78%	75%	77%	67%	75%	**	**	**
		bc	c								b					
No, I don't know my monthly data allowance	105	30	33	42	27	34	23	21	43	60	86	19	94	**	**	**
	15%	11%	13%	27%	15%	14%	16%	18%	13%	17%	14%	23%	16%	**	**	**
			ab								a					
I don't have a monthly data allowance	22	2	8	11	7	8	3	3	12	10	18	4	19	**	**	**
	3%	1%	3%	7%	4%	3%	2%	3%	4%	3%	3%	5%	3%	**	**	**
			a	a												
I don't know if have a monthly data allowance	38	5	15	18	8	12	7	10	18	21	34	5	32	**	**	**
	6%	2%	6%	11%	4%	5%	5%	9%	5%	6%	6%	6%	5%	**	**	**
			a	ab												

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 52

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q30B. (SHOWCARD) Do you ever buy add-on packs or bolt-ons from (PROVIDER) to get extra data, minutes or texts for your pay as you go phone?

Base : All responding about their Mobile using Pay As You Go

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	337	-	-	-	337	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	287	-	-	-	287	-	-	-	-	-	-	-	-	-	-	-	-
Total	195	-	-	-	195	-	-	-	-	-	-	-	-	-	-	-	-
Yes, to pay upfront for a set amount of data	30	**	**	**	30	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	15%	**	**	**	**	**	**	**	**	**	**	**	**
Yes, to pay upfront for a set amount of minutes	17	**	**	**	17	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
Yes, to pay upfront for a set amount of texts	16	**	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
Yes, for anything else	5	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**
ANY ADD-ONS OR BOLT-ONS	45	**	**	**	45	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	23%	**	**	**	**	**	**	**	**	**	**	**	**
No, don't buy add-on packs or bolt-ons	142	**	**	**	142	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	73%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	8	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 52

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q30B. (SHOWCARD) Do you ever buy add-on packs or bolt-ons from (PROVIDER) to get extra data, minutes or texts for your pay as you go phone?

Base : All responding about their Mobile using Pay As You Go

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOTLAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	~b	c	~a	~b	~c	d	a	b	a	~b	a	~b	~c	~d
Unweighted total	337	108	84	145	75	87	59	115	159	178	286	49	284	28	13	12
Effective Weighted Sample	287	88	72	132	66	76	47	100	135	153	242	43	239	25	12	11
Total	195	70	48	77	39	59	33	63	98	97	166	28	163	17	7	7
Yes, to pay upfront for a set amount of data	30	23	**	1	**	**	**	8	18	12	29	**	26	**	**	**
	15%	32%	**	1%	**	**	**	13%	19%	12%	18%	**	16%	**	**	**
		c														
Yes, to pay upfront for a set amount of minutes	17	11	**	2	**	**	**	6	10	7	16	**	16	**	**	**
	9%	15%	**	2%	**	**	**	10%	10%	7%	10%	**	10%	**	**	**
		c														
Yes, to pay upfront for a set amount of texts	16	10	**	1	**	**	**	6	10	6	15	**	14	**	**	**
	8%	14%	**	2%	**	**	**	9%	10%	7%	9%	**	9%	**	**	**
		c														
Yes, for anything else	5	1	**	1	**	**	**	-	4	2	5	**	5	**	**	**
	3%	1%	**	1%	**	**	**	-%	4%	2%	3%	**	3%	**	**	**
ANY ADD-ONS OR BOLT-ONS	45	30	**	4	**	**	**	12	27	18	43	**	40	**	**	**
	23%	42%	**	5%	**	**	**	18%	28%	19%	26%	**	25%	**	**	**
		c														
No, don't buy add-on packs or bolt-ons	142	37	**	72	**	**	**	48	68	73	115	**	117	**	**	**
	73%	53%	**	93%	**	**	**	77%	70%	76%	69%	**	71%	**	**	**
				a												
Don't know	8	3	**	2	**	**	**	3	3	5	7	**	6	**	**	**
	4%	5%	**	2%	**	**	**	5%	3%	5%	4%	**	4%	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 53

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
Q31. (SHOWCARD) How confident are you that you understand how much mobile data you ideally need each month?

Base : All responding about their Mobile who believe they have a data allowance or who pay upfront for a set amount of data

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	766	-	-	-	766	-	-	-	-	-	-	-	-	-	537	419	262
Effective Weighted Sample	610	-	-	-	610	-	-	-	-	-	-	-	-	-	427	342	222
Total	656	-	-	-	656	-	-	-	-	-	-	-	-	-	491	416	173
Very confident	290	**	**	**	290	**	**	**	**	**	**	**	**	**	215	179	82
	44%	**	**	**	44%	**	**	**	**	**	**	**	**	**	44%	43%	48%
Fairly confident	260	**	**	**	260	**	**	**	**	**	**	**	**	**	201	176	65
	40%	**	**	**	40%	**	**	**	**	**	**	**	**	**	41%	42%	38%
TOTAL CONFIDENT	550	**	**	**	550	**	**	**	**	**	**	**	**	**	417	354	148
	84%	**	**	**	84%	**	**	**	**	**	**	**	**	**	85%	85%	85%
Not very confident	74	**	**	**	74	**	**	**	**	**	**	**	**	**	54	45	15
	11%	**	**	**	11%	**	**	**	**	**	**	**	**	**	11%	11%	9%
Not at all confident	23	**	**	**	23	**	**	**	**	**	**	**	**	**	15	12	8
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	3%	3%	5%
TOTAL NOT CONFIDENT	97	**	**	**	97	**	**	**	**	**	**	**	**	**	68	57	23
	15%	**	**	**	15%	**	**	**	**	**	**	**	**	**	14%	14%	13%
Don't know	10	**	**	**	10	**	**	**	**	**	**	**	**	**	6	4	2
	2%	**	**	**	2%	**	**	**	**	**	**	**	**	**	1%	1%	1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 53

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q31. (SHOWCARD) How confident are you that you understand how much mobile data you ideally need each month?

Base : All responding about their Mobile who believe they have a data allowance or who pay upfront for a set amount of data

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	766	307	265	193	219	246	138	160	350	413	669	92	665	62	24	15
Effective Weighted Sample	610	250	215	154	170	204	112	130	284	326	532	74	525	56	20	11
Total	656	295	232	129	176	231	136	110	311	341	576	76	567	52	21	15
Very confident	290 44%	139 47%	96 41%	55 43%	75 43%	108 47%	61 45%	44 40%	160 51%	130 38%	251 44%	** **	245 43%	** **	** **	** **
Fairly confident	260 40%	121 41%	94 40%	45 35%	70 40%	91 39%	49 36%	48 44%	118 38%	141 41%	233 40%	** **	231 41%	** **	** **	** **
TOTAL CONFIDENT	550 84%	259 88%	190 82%	100 78%	145 83%	198 86%	110 81%	93 84%	277 89%	271 79%	484 84%	** **	476 84%	** **	** **	** **
Not very confident	74 11%	26 9%	32 14%	15 12%	22 13%	25 11%	16 12%	11 10%	27 9%	47 14%	62 11%	** **	62 11%	** **	** **	** **
Not at all confident	23 3%	6 2%	7 3%	9 7%	7 4%	7 3%	7 5%	2 2%	4 1%	16 5%	21 4%	** **	20 3%	** **	** **	** **
TOTAL NOT CONFIDENT	97 15%	32 11%	40 17%	25 19%	29 16%	32 14%	23 17%	13 12%	31 10%	63 18%	83 14%	** **	82 14%	** **	** **	** **
Don't know	10 2%	4 1%	3 1%	4 3%	2 1%	1 *	3 2%	5 5%	3 1%	8 2%	9 2%	** **	9 2%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 54

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q32. (SHOWCARD) In most months would you say you...

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	723	-	-	-	723	-	-	-	-	-	-	-	-	-	537	419	262
Effective Weighted Sample	575	-	-	-	575	-	-	-	-	-	-	-	-	-	427	342	222
Total	626	-	-	-	626	-	-	-	-	-	-	-	-	-	491	416	173
Run out of data before the end of the month and then stop using data until the next month	38 6%	**	**	**	38 6%	**	**	**	**	**	**	**	**	**	30 6%	26 6%	6 3%
Run out of data before the end of the month and then pay more for extra data	30 5%	**	**	**	30 5%	**	**	**	**	**	**	**	**	**	26 5%	25 6%	4 3%
																c	
Keep an eye on your usage and manage your usage so you don't go over your allowance	99 16%	**	**	**	99 16%	**	**	**	**	**	**	**	**	**	84 17%	75 18%	21 12%
TOTAL INSUFFICIENT DATA FOR NEEDS	168 27%	**	**	**	168 27%	**	**	**	**	**	**	**	**	**	139 28%	125 30%	31 18%
															c	c	
Use about the same amount of data as your allowance without having to keep an eye on your usage	117 19%	**	**	**	117 19%	**	**	**	**	**	**	**	**	**	87 18%	72 17%	36 21%
Still have mobile data left over without having to cut down your usage	326 52%	**	**	**	326 52%	**	**	**	**	**	**	**	**	**	254 52%	208 50%	102 59%
																b	
Don't know	16 3%	**	**	**	16 3%	**	**	**	**	**	**	**	**	**	11 2%	11 3%	4 2%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 54

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q32. (SHOWCARD) In most months would you say you...

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	723	277	253	192	207	235	131	147	325	395	628	90	627	59	23	14
Effective Weighted Sample	575	226	206	153	160	196	106	119	264	312	499	73	495	53	20	10
Total	626	273	225	128	168	223	131	102	293	329	547	75	541	50	21	14
Run out of data before the end of the month and then stop using data until the next month	38 6%	29 11%	8 4%	1 1%	7 4%	16 7%	8 6%	8 7%	20 7%	18 6%	29 5%	** **	34 6%	** **	** **	** **
Run out of data before the end of the month and then pay more for extra data	30 5%	19 7%	9 4%	2 2%	11 7%	7 3%	8 6%	4 4%	12 4%	18 5%	23 4%	** **	27 5%	** **	** **	** **
Keep an eye on your usage and manage your usage so you don't go over your allowance	99 16%	52 19%	38 17%	9 7%	22 13%	37 16%	25 19%	15 15%	43 15%	56 17%	91 17%	** **	87 16%	** **	** **	** **
TOTAL INSUFFICIENT DATA FOR NEEDS	168 27%	100 37%	55 24%	13 10%	40 24%	59 27%	41 32%	26 26%	75 26%	93 28%	144 26%	** **	148 27%	** **	** **	** **
Use about the same amount of data as your allowance without having to keep an eye on your usage	117 19%	56 21%	42 19%	18 14%	34 20%	40 18%	24 18%	19 18%	52 18%	62 19%	102 19%	** **	97 18%	** **	** **	** **
Still have mobile data left over without having to cut down your usage	326 52%	110 40%	125 55%	91 71%	93 55%	117 53%	64 49%	51 50%	157 54%	168 51%	290 53%	** **	281 52%	** **	** **	** **
Don't know	16 3%	6 2%	4 2%	6 5%	1 *%	5 2%	2 1%	6 6%	8 3%	6 2%	11 2%	** **	15 3%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 55

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q33. (SHOWCARD) Why did you get a mobile phone deal with less mobile data than you need?

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who run out of or need to manage their use of data before the end of the month

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	~c
Significance Level: 95%																	
Unweighted total	178	-	-	-	178	-	-	-	-	-	-	-	-	-	142	119	49
Effective Weighted Sample	142	-	-	-	142	-	-	-	-	-	-	-	-	-	116	100	41
Total	168	-	-	-	168	-	-	-	-	-	-	-	-	-	139	125	31
I chose the deal I could afford at the time	101	**	**	**	101	**	**	**	**	**	**	**	**	**	88	80	**
	60%	**	**	**	60%	**	**	**	**	**	**	**	**	**	63%	64%	**
I chose the deal that was recommended or suggested to me by my provider	43	**	**	**	43	**	**	**	**	**	**	**	**	**	33	30	**
	26%	**	**	**	26%	**	**	**	**	**	**	**	**	**	24%	24%	**
I chose the deal that was recommended or suggested to me by friends/family/colleagues	26	**	**	**	26	**	**	**	**	**	**	**	**	**	19	15	**
	15%	**	**	**	15%	**	**	**	**	**	**	**	**	**	14%	12%	**
It costs less to buy extra data than to have more data in your monthly deal	12	**	**	**	12	**	**	**	**	**	**	**	**	**	10	9	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**	**	7%	7%	**
Don't know	8	**	**	**	8	**	**	**	**	**	**	**	**	**	6	6	**
	5%	**	**	**	5%	**	**	**	**	**	**	**	**	**	4%	5%	**
TOTAL RECOMMENDED	62	**	**	**	62	**	**	**	**	**	**	**	**	**	48	42	**
	37%	**	**	**	37%	**	**	**	**	**	**	**	**	**	34%	33%	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 55

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q33. (SHOWCARD) Why did you get a mobile phone deal with less mobile data than you need?

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who run out of or need to manage their use of data before the end of the month

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 ~a	35-54 ~b	55+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	MALE ~a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	178	96	57	25	41	60	38	38	78	100	156	19	160	9	5	4
Effective Weighted Sample	142	80	47	23	33	50	30	34	63	79	124	16	128	9	4	3
Total	168	100	55	13	40	59	41	26	75	93	144	21	148	9	5	5
I chose the deal I could afford at the time	101	**	**	**	**	**	**	**	**	62	89	**	94	**	**	**
	60%	**	**	**	**	**	**	**	**	67%	62%	**	63%	**	**	**
I chose the deal that was recommended or suggested to me by my provider	43	**	**	**	**	**	**	**	**	18	35	**	37	**	**	**
	26%	**	**	**	**	**	**	**	**	19%	25%	**	25%	**	**	**
I chose the deal that was recommended or suggested to me by friends/family/colleagues	26	**	**	**	**	**	**	**	**	12	25	**	21	**	**	**
	15%	**	**	**	**	**	**	**	**	13%	17%	**	14%	**	**	**
It costs less to buy extra data than to have more data in your monthly deal	12	**	**	**	**	**	**	**	**	7	11	**	10	**	**	**
	7%	**	**	**	**	**	**	**	**	7%	8%	**	7%	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	4	5	**	5	**	**	**
	5%	**	**	**	**	**	**	**	**	5%	4%	**	3%	**	**	**
TOTAL RECOMMENDED	62	**	**	**	**	**	**	**	**	27	53	**	53	**	**	**
	37%	**	**	**	**	**	**	**	**	30%	37%	**	36%	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 56

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q34. (SHOWCARD) Why did you get a mobile phone deal with more mobile data than you need?

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who have data left over from their allowance at the end of the month

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	389	-	-	-	389	-	-	-	-	-	-	-	-	-	287	212	157
Effective Weighted Sample	308	-	-	-	308	-	-	-	-	-	-	-	-	-	224	171	133
Total	326	-	-	-	326	-	-	-	-	-	-	-	-	-	254	208	102
It was the amount of data that came with the handset I wanted	116	**	**	**	116	**	**	**	**	**	**	**	**	**	95	86	23
	35%	**	**	**	35%	**	**	**	**	**	**	**	**	**	37%	41%	23%
															c	c	
I chose the deal that was recommended or suggested to me by my provider	53	**	**	**	53	**	**	**	**	**	**	**	**	**	41	35	15
	16%	**	**	**	16%	**	**	**	**	**	**	**	**	**	16%	17%	15%
I chose the deal that was recommended or suggested to me by friends/family/colleagues	14	**	**	**	14	**	**	**	**	**	**	**	**	**	12	8	5
	4%	**	**	**	4%	**	**	**	**	**	**	**	**	**	5%	4%	5%
For peace of mind/ just in case I need it	122	**	**	**	122	**	**	**	**	**	**	**	**	**	93	70	48
	38%	**	**	**	38%	**	**	**	**	**	**	**	**	**	37%	34%	48%
																	ab
I like to be certain of the amount I will pay each month	66	**	**	**	66	**	**	**	**	**	**	**	**	**	46	34	30
	20%	**	**	**	20%	**	**	**	**	**	**	**	**	**	18%	16%	29%
																	ab
Other reasons	3	**	**	**	3	**	**	**	**	**	**	**	**	**	3	3	*
	1%	**	**	**	1%	**	**	**	**	**	**	**	**	**	1%	1%	*%
Don't know	9	**	**	**	9	**	**	**	**	**	**	**	**	**	3	1	6
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	1%	*%	6%
																	ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 56

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q34. (SHOWCARD) Why did you get a mobile phone deal with more mobile data than you need?

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who have data left over from their allowance at the end of the month

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Unweighted total	389	-	-	-	389	-	-	-	-	-	-	-	-	-	287	212	157
Effective Weighted Sample	308	-	-	-	308	-	-	-	-	-	-	-	-	-	224	171	133
Total	326	-	-	-	326	-	-	-	-	-	-	-	-	-	254	208	102
TOTAL RECOMMENDED	64	**	**	**	64	**	**	**	**	**	**	**	**	**	51	42	18
	20%	**	**	**	20%	**	**	**	**	**	**	**	**	**	20%	20%	18%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 56

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q34. (SHOWCARD) Why did you get a mobile phone deal with more mobile data than you need?

Base : All responding about their Mobile who believe they have a data allowance, excluding Pay As You Go users, and who have data left over from their allowance at the end of the month

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 ~c	DE ~d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	389	119	141	128	123	127	63	75	181	207	342	45	337	33	12	7
Effective Weighted Sample	308	97	112	101	97	107	50	58	148	159	270	36	263	29	11	6
Total	326	110	125	91	93	117	64	51	157	168	290	34	281	26	12	7
I was the amount of data that came with the handset I wanted	116 35%	28 25%	47 38%	41 45%	35 38%	41 35%	** **	** **	58 37%	57 34%	107 37%	** **	98 35%	** **	** **	** **
			a	a												
I chose the deal that was recommended or suggested to me by my provider	53 16%	20 18%	18 14%	16 17%	11 12%	22 19%	** **	** **	24 15%	29 17%	47 16%	** **	48 17%	** **	** **	** **
I chose the deal that was recommended or suggested to me by friends/family/colleagues	14 4%	5 4%	2 1%	8 8%	3 3%	8 7%	** **	** **	5 3%	9 5%	12 4%	** **	13 5%	** **	** **	** **
				b												
For peace of mind/ just in case I need it	122 38%	52 47%	50 40%	20 23%	38 41%	42 36%	** **	** **	61 39%	61 36%	104 36%	** **	105 38%	** **	** **	** **
			c	c												
I like to be certain of the amount I will pay each month	66 20%	24 22%	25 20%	16 18%	22 24%	20 17%	** **	** **	34 21%	32 19%	59 20%	** **	59 21%	** **	** **	** **
Other reasons	3 1%	1 1%	- -%	2 2%	- -%	1 1%	** **	** **	3 2%	* *%	3 1%	** **	2 1%	** **	** **	** **
Don't know	9 3%	1 1%	3 3%	4 5%	3 3%	2 2%	** **	** **	3 2%	5 3%	9 3%	** **	8 3%	** **	** **	** **
TOTAL RECOMMENDED	64 20%	23 21%	18 15%	22 24%	12 13%	28 24%	** **	** **	28 18%	36 21%	56 19%	** **	57 20%	** **	** **	** **
						a										

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 57

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q35. (SHOWCARD) Thinking about your broadband service, do you have a fixed monthly data allowance (also known as capped), or is your contract for unlimited broadband (also known as uncapped)?

Base : Those responding about their Triple Play or Dual Play package

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		~a	b	c	~d	~a	~b	~c	a	b	c	a	b	c	~a	~b	~c
Unweighted total	2060	-	1021	1039	-	-	-	-	698	179	144	683	199	157	-	-	-
Effective Weighted Sample	1737	-	863	875	-	-	-	-	594	149	121	563	175	137	-	-	-
Total	1739	-	885	854	-	-	-	-	600	156	129	548	170	136	-	-	-
Monthly allowance (capped)	148	**	73	75	**	**	**	**	63	4	6	55	11	9	**	**	**
	9%	**	8%	9%	**	**	**	**	11%	3%	4%	10%	6%	6%	**	**	**
									bc								
Unlimited (uncapped)	1329	**	683	645	**	**	**	**	479	131	74	431	134	80	**	**	**
	76%	**	77%	76%	**	**	**	**	80%	84%	58%	79%	79%	59%	**	**	**
									c	c		c	c				
Not sure	262	**	128	134	**	**	**	**	58	21	49	61	25	47	**	**	**
	15%	**	14%	16%	**	**	**	**	10%	14%	38%	11%	15%	35%	**	**	**
											ab			ab			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 57

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q35. (SHOWCARD) Thinking about your broadband service, do you have a fixed monthly data allowance (also known as capped), or is your contract for unlimited broadband (also known as uncapped)?

Base : Those responding about their Triple Play or Dual Play package

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2060	382	798	878	640	590	319	511	968	1091	1771	283	1743	159	116	42
Effective Weighted Sample	1737	331	667	776	538	508	273	439	827	916	1490	243	1464	135	102	36
Total	1739	393	706	639	511	571	289	367	876	861	1501	233	1466	140	95	38
Monthly allowance (capped)	148	45	51	52	56	49	17	27	73	75	133	15	129	13	3	**
	9%	11%	7%	8%	11%	9%	6%	7%	8%	9%	9%	6%	9%	9%	3%	**
		b			cd								c	c		
Unlimited (uncapped)	1329	302	562	465	399	434	224	272	695	634	1136	188	1131	100	71	**
	76%	77%	80%	73%	78%	76%	77%	74%	79%	74%	76%	81%	77%	71%	75%	**
			c						b							
Not sure	262	46	93	122	56	89	49	69	108	153	231	30	206	28	20	**
	15%	12%	13%	19%	11%	16%	17%	19%	12%	18%	15%	13%	14%	20%	22%	**
				ab		a	a	a		a					a	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 58

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q36. (SHOWCARD) How confident are you that you understand what broadband speed your household needs?

Base : Those responding about their Triple Play or Dual Play package

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	b	c	~d	~a	~b	~c	a	b	c	a	b	c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	2060	-	1021	1039	-	-	-	-	698	179	144	683	199	157	-	-	-
Effective Weighted Sample	1737	-	863	875	-	-	-	-	594	149	121	563	175	137	-	-	-
Total	1739	-	885	854	-	-	-	-	600	156	129	548	170	136	-	-	-
Very confident	513	**	264	248	**	**	**	**	191	50	23	173	54	21	**	**	**
	29%	**	30%	29%	**	**	**	**	32%	32%	18%	32%	32%	16%	**	**	**
									c	c		c	c				
Fairly confident	705	**	355	350	**	**	**	**	256	57	42	230	56	64	**	**	**
	41%	**	40%	41%	**	**	**	**	43%	37%	32%	42%	33%	47%	**	**	**
									c			b	b				
TOTAL CONFIDENT	1217	**	619	598	**	**	**	**	447	107	65	403	110	85	**	**	**
	70%	**	70%	70%	**	**	**	**	75%	69%	51%	74%	64%	63%	**	**	**
									c	c		bc					
Not very confident	282	**	157	125	**	**	**	**	94	35	28	79	29	16	**	**	**
	16%	**	18%	15%	**	**	**	**	16%	22%	21%	14%	17%	12%	**	**	**
									a								
Not at all confident	173	**	79	94	**	**	**	**	44	8	27	50	20	23	**	**	**
	10%	**	9%	11%	**	**	**	**	7%	5%	21%	9%	12%	17%	**	**	**
											ab			a			
TOTAL NOT CONFIDENT	455	**	236	219	**	**	**	**	139	43	55	129	50	40	**	**	**
	26%	**	27%	26%	**	**	**	**	23%	28%	42%	24%	29%	29%	**	**	**
											ab						
Don't know	67	**	30	37	**	**	**	**	14	6	9	15	11	11	**	**	**
	4%	**	3%	4%	**	**	**	**	2%	4%	7%	3%	6%	8%	**	**	**
											a		a	a			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 58

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q36. (SHOWCARD) How confident are you that you understand what broadband speed your household needs?

Base : Those responding about their Triple Play or Dual Play package

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2060	382	798	878	640	590	319	511	968	1091	1771	283	1743	159	116	42
Effective Weighted Sample	1737	331	667	776	538	508	273	439	827	916	1490	243	1464	135	102	36
Total	1739	393	706	639	511	571	289	367	876	861	1501	233	1466	140	95	38
Very confident	513 29%	138 35%	212 30%	162 25%	169 33%	168 29%	85 29%	90 25%	310 35%	202 23%	437 29%	72 31%	423 29%	44 32%	35 37%	** **
Fairly confident	705 41%	164 42%	293 42%	247 39%	213 42%	226 40%	117 40%	149 41%	354 40%	350 41%	607 40%	96 41%	603 41%	60 43%	29 30%	** **
TOTAL CONFIDENT	1217 70%	302 77%	506 72%	409 64%	382 75%	394 69%	202 70%	239 65%	664 76%	553 64%	1045 70%	169 72%	1026 70%	105 75%	63 67%	** **
Not very confident	282 16%	50 13%	121 17%	111 17%	80 16%	94 16%	50 17%	58 16%	121 14%	160 19%	245 16%	36 15%	238 16%	18 13%	14 15%	** **
Not at all confident	173 10%	24 6%	58 8%	91 14%	34 7%	60 11%	31 11%	48 13%	63 7%	111 13%	156 10%	17 7%	148 10%	10 7%	12 12%	** **
TOTAL NOT CONFIDENT	455 26%	74 19%	179 25%	202 32%	113 22%	154 27%	81 28%	106 29%	184 21%	271 31%	401 27%	53 23%	386 26%	29 20%	26 27%	** **
Don't know	67 4%	16 4%	21 3%	28 4%	15 3%	23 4%	6 2%	22 6%	28 3%	38 4%	55 4%	12 5%	54 4%	7 5%	5 6%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 59

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q37. (SHOWCARD) When you are considering the different (SERVICE) deals or providers, which one of these statements best describes how many providers you look at?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
I consider all providers in the market	538 16%	93 12%	165 19%	137 16%	143 16%	71 13%	15 10%	8 6%	129 22%	18 12%	17 13%	111 20%	21 13%	4 3%	104 19%	88 19%	32 17%
I consider a lot of providers, but not all providers in the market	540 16%	102 13%	138 16%	156 18%	144 16%	88 17%	10 7%	3 2%	110 18%	20 13%	9 7%	123 23%	19 11%	13 10%	99 19%	83 18%	36 19%
I consider a few providers in the market	857 25%	207 26%	233 26%	206 24%	209 24%	164 31%	30 19%	13 11%	177 29%	41 26%	15 12%	155 28%	33 19%	19 14%	145 27%	120 27%	49 26%
CONSIDER MORE THAN ONE PROVIDER	1935 56%	403 50%	536 61%	499 58%	497 56%	324 61%	55 35%	24 19%	416 69%	79 51%	41 32%	389 71%	73 43%	36 27%	348 65%	292 65%	117 62%
I only look at my existing provider	324 9%	90 11%	89 10%	62 7%	84 9%	74 14%	12 8%	4 3%	68 11%	12 8%	9 7%	41 7%	10 6%	12 9%	67 13%	59 13%	16 8%
I don't consider deals for my (SERVICE)	1083 32%	300 37%	236 27%	265 31%	282 32%	122 23%	85 55%	93 75%	108 18%	62 40%	66 51%	102 19%	87 51%	76 56%	112 21%	95 21%	52 27%
Don't know	88 3%	19 2%	24 3%	28 3%	17 2%	12 2%	4 2%	3 3%	8 1%	3 2%	13 10%	16 3%	* *% 12	12 9%	6 1%	4 1%	6 3%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 59

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q37. (SHOWCARD) When you are considering the different (SERVICE) deals or providers, which one of these statements best describes how many providers you look at?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
I consider all providers in the market	538 16%	177 20%	237 18%	124 10%	156 15%	178 16%	102 17%	101 14%	285 17%	253 15%	463 16%	73 16%	474 16%	33 11%	22 13%	10 11%
		c	c										b			
I consider a lot of providers, but not all providers in the market	540 16%	170 19%	241 18%	129 11%	193 19%	184 16%	79 13%	84 12%	288 17%	252 15%	463 16%	73 16%	451 16%	43 14%	36 22%	10 12%
		c	c		cd	d									abd	
I consider a few providers in the market	857 25%	215 24%	341 26%	300 25%	304 30%	278 25%	139 23%	134 19%	467 27%	387 23%	736 25%	118 25%	726 25%	70 23%	36 22%	24 28%
					bcd	d	d		b							
CONSIDER MORE THAN ONE PROVIDER	1935 56%	561 62%	820 62%	553 46%	654 65%	640 57%	321 53%	320 46%	1040 60%	892 53%	1662 56%	264 57%	1651 57%	146 49%	94 57%	44 51%
		c	c		bcd	d	d		b				b			
I only look at my existing provider	324 9%	64 7%	144 11%	116 10%	91 9%	92 8%	61 10%	81 11%	148 9%	176 10%	283 10%	39 8%	256 9%	42 14%	12 7%	14 16%
			a	a				ab		a				ac		ac
I don't consider deals for my (SERVICE)	1083 32%	244 27%	337 25%	499 42%	248 25%	355 32%	201 33%	277 40%	501 29%	580 34%	925 31%	155 33%	899 31%	105 35%	54 33%	25 29%
				ab		a	a	abc		a						
Don't know	88 3%	34 4%	29 2%	25 2%	17 2%	28 2%	19 3%	23 3%	39 2%	47 3%	79 3%	8 2%	74 3%	7 2%	4 3%	3 3%
		bc					a	a								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 60

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q38. (SHOWCARD) Why don't you look at deals from other providers for your (SERVICE)?

Base : All who do not consider more than their current provider for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	~b	~c	a	b	c	a	b	~c
Significance Level: 95%																	
Unweighted total	1670	442	363	373	492	222	110	110	195	82	86	169	102	102	196	162	97
Effective Weighted Sample	1419	387	310	327	398	192	98	97	169	69	72	144	93	91	159	133	83
Total	1407	390	324	327	366	196	97	97	176	74	75	143	96	88	179	154	67
I have good service from my current provider and have no reason to change	592 42%	152 39%	132 41%	140 43%	168 46%	83 42%	33 34%	36 37%	77 44%	** **	** **	62 43%	38 40%	41 46%	79 44%	66 43%	** **
I am confident that my current provider will give me the best deal	476 34%	104 27%	105 32%	114 35%	153 42%	69 35%	15 15%	21 21%	66 38%	** **	** **	53 37%	36 37%	25 28%	80 45%	68 44%	** **
It's too much hassle/ too time consuming to look around	361 26%	106 27%	80 25%	106 33%	69 19%	43 22%	28 29%	35 36%	40 23%	** **	** **	47 33%	36 37%	24 27%	29 16%	22 14%	** **
It would be too much hassle to go through the process of switching provider even if I found a better deal	272 19%	71 18%	71 22%	70 22%	59 16%	30 15%	20 20%	21 22%	37 21%	** **	** **	28 20%	15 16%	27 31%	35 19%	29 19%	** **
I am worried that other providers might not be as reliable as my current provider	194 14%	51 13%	51 16%	57 17%	35 10%	24 12%	12 12%	15 16%	21 12%	** **	** **	22 15%	19 20%	16 18%	21 12%	19 12%	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 60

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q38. (SHOWCARD) Why don't you look at deals from other providers for your (SERVICE)?

Base : All who do not consider more than their current provider for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	~b	~c	a	b	c	a	b	~c
Significance Level: 95%																	
Unweighted total	1670	442	363	373	492	222	110	110	195	82	86	169	102	102	196	162	97
Effective Weighted Sample	1419	387	310	327	398	192	98	97	169	69	72	144	93	91	159	133	83
Total	1407	390	324	327	366	196	97	97	176	74	75	143	96	88	179	154	67
Because the amount of money I spend on my (SERVICE) does not warrant spending any more time on searching for better deals	192 14%	27 7%	43 13% a	41 12% a	83 23% abc	11 5%	7 8%	8 9%	25 14%	**	**	18 13%	13 13%	10 11%	27 15%	21 13%	**
My provider has unique features/services that I cannot get elsewhere	188 13%	95 24% bcd	47 14% cd	22 7%	24 7%	54 28%	22 22%	19 19%	30 17%	**	**	12 8%	4 4%	6 7%	9 5%	8 5%	**
I just want to check that I am on the best deal I can get from my current provider	75 5%	22 6%	19 6%	16 5%	18 5%	16 8% c	3 4%	2 2%	13 7%	**	**	10 7%	3 3%	3 4%	12 7%	11 7%	**
No other providers are available in my area	10 1%	7 2% bd	- -%	3 1% d	- -%	- -%	6 6% a	1 2%	- -%	**	**	- -%	2 2%	1 1%	- -%	- -%	**
Other reasons	31 2%	7 2%	8 2%	7 2%	10 3%	4 2%	1 1%	1 1%	6 3%	**	**	3 2%	2 2%	2 3%	7 4%	7 5%	**
Don't know	54 4%	18 5%	14 4%	11 3%	10 3%	7 4%	4 4%	7 7%	5 3%	**	**	1 1%	4 5%	5 6% a	3 2%	3 2%	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 60

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q38. (SHOWCARD) Why don't you look at deals from other providers for your (SERVICE)?

Base : All who do not consider more than their current provider for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1670	298	523	847	414	469	292	493	720	948	1423	244	1380	165	82	43
Effective Weighted Sample	1419	258	445	752	352	410	250	419	621	800	1208	211	1173	142	72	34
Total	1407	308	482	615	339	447	261	358	649	756	1208	194	1155	146	66	40
I have good service from my current provider and have no reason to change	592 42%	133 43%	175 36%	284 46%	140 41%	180 40%	111 43%	161 45%	296 46%	295 39%	512 42%	77 40%	490 42%	60 41%	**	**
I am confident that my current provider will give me the best deal	476 34%	108 35%	175 36%	193 31%	93 27%	154 34%	97 37%	132 37%	222 34%	254 34%	422 35%	54 28%	388 34%	59 40%	**	**
It's too much hassle/ too time consuming to look around	361 26%	76 25%	115 24%	170 28%	95 28%	131 29%	58 22%	77 21%	147 23%	214 28%	313 26%	47 24%	302 26%	27 18%	**	**
It would be too much hassle to go through the process of switching provider even if I found a better deal	272 19%	57 18%	109 23%	104 17%	67 20%	102 23%	44 17%	59 16%	112 17%	158 21%	242 20%	30 15%	218 19%	30 21%	**	**
I am worried that other providers might not be as reliable as my current provider	194 14%	34 11%	70 14%	90 15%	43 13%	67 15%	36 14%	48 13%	90 14%	103 14%	169 14%	23 12%	161 14%	19 13%	**	**
Because the amount of money I spend on my (SERVICE) does not warrant spending any more time on searching for better deals	192 14%	48 16%	56 12%	88 14%	44 13%	63 14%	31 12%	54 15%	94 14%	98 13%	166 14%	27 14%	176 15%	12 8%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 60

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q38. (SHOWCARD) Why don't you look at deals from other providers for your (SERVICE)?

Base : All who do not consider more than their current provider for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1670	298	523	847	414	469	292	493	720	948	1423	244	1380	165	82	43
Effective Weighted Sample	1419	258	445	752	352	410	250	419	621	800	1208	211	1173	142	72	34
Total	1407	308	482	615	339	447	261	358	649	756	1208	194	1155	146	66	40
My provider has unique features/services that I cannot get elsewhere	188 13%	43 14%	75 16%	70 11%	52 15%	59 13%	35 14%	41 11%	91 14%	97 13%	165 14%	23 12%	160 14%	20 13%	**	**
I just want to check that I am on the best deal I can get from my current provider	75 5%	11 4%	25 5%	37 6%	17 5%	19 4%	16 6%	22 6%	36 6%	37 5%	62 5%	12 6%	64 6%	6 4%	**	**
No other providers are available in my area	10 1%	1 *%	4 1%	5 1%	2 *%	3 1%	4 2%	2 1%	3 *%	8 1%	9 1%	2 1%	10 1%	- -%	**	**
Other reasons	31 2%	7 2%	13 3%	12 2%	10 3%	9 2%	1 *%	11 3%	12 2%	19 3%	26 2%	5 3%	25 2%	5 3%	**	**
Don't know	54 4%	12 4%	17 4%	25 4%	7 2%	14 3%	12 4%	20 6%	26 4%	28 4%	45 4%	9 5%	47 4%	4 3%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 61

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q39. (SHOWCARD) And when you are considering the different (SERVICE) deals, which one of these statements best describes the way you go about it?

Base : All who consider other providers for their (SERVICE)

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	2362	480	631	634	617	381	68	31	494	93	44	497	96	41	383	290	186
Effective Weighted Sample	1910	388	532	522	470	311	53	25	418	77	37	406	83	34	298	233	158
Total	1935	403	536	499	497	324	55	24	416	79	41	389	73	36	348	292	117
I make a thorough assessment	569	121	155	152	141	99	**	**	128	**	**	121	**	**	93	75	41
	29%	30%	29%	31%	28%	31%	**	**	31%	**	**	31%	**	**	27%	26%	35%
																	ab
I make a fairly good assessment	1024	222	288	253	260	183	**	**	214	**	**	203	**	**	188	161	56
	53%	55%	54%	51%	52%	56%	**	**	52%	**	**	52%	**	**	54%	55%	48%
I do a quick scan	329	58	89	92	91	40	**	**	71	**	**	65	**	**	63	52	19
	17%	14%	17%	18%	18%	12%	**	**	17%	**	**	17%	**	**	18%	18%	16%
Don't know	13	2	4	2	5	2	**	**	3	**	**	*	**	**	4	4	1
	1%	*%	1%	*%	1%	1%	**	**	1%	**	**	*%	**	**	1%	1%	1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 61

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q39. (SHOWCARD) And when you are considering the different (SERVICE) deals, which one of these statements best describes the way you go about it?

Base : All who consider other providers for their (SERVICE)

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	
Significance Level: 95%																
Unweighted total	2362	599	949	813	840	692	360	469	1198	1163	2016	333	2020	179	109	54
Effective Weighted Sample	1910	499	760	689	676	573	292	392	976	942	1627	273	1621	152	93	44
Total	1935	561	820	553	654	640	321	320	1040	892	1662	264	1651	146	94	44
I make a thorough assessment	569	160	267	141	222	164	92	90	335	234	484	81	483	36	40	**
	29%	29%	33%	26%	34%	26%	29%	28%	32%	26%	29%	31%	29%	25%	42%	**
			c		bd				b						ab	
I make a fairly good assessment	1024	313	417	294	338	349	162	174	545	479	880	141	875	86	40	**
	53%	56%	51%	53%	52%	55%	51%	55%	52%	54%	53%	53%	53%	59%	42%	**
													c	c		
I do a quick scan	329	85	130	114	91	123	65	50	153	174	287	41	282	23	14	**
	17%	15%	16%	21%	14%	19%	20%	16%	15%	19%	17%	16%	17%	16%	15%	**
				ab		a	a			a						
Don't know	13	3	5	4	3	3	1	5	7	6	11	1	11	1	1	**
	1%	1%	1%	1%	*%	1%	*%	2%	1%	1%	1%	1%	1%	*%	1%	**
								a								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 62

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q40. (SHOWCARD) Why do you not spend more time searching the market?

Base : All who consider other providers for their (SERVICE) but only do a quick scan

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	~a	~b	~c
Significance Level: 95%																	
Unweighted total	360	66	89	102	103	47	13	6	69	12	8	71	21	10	65	48	30
Effective Weighted Sample	287	54	76	87	71	40	10	5	60	10	7	60	18	9	46	35	26
Total	329	58	89	92	91	40	14	5	71	11	7	65	19	8	63	52	19
I do not have time to spend doing detailed searches	118 36%	**	**	32 35%	28 31%	**	**	**	**	**	**	**	**	**	**	**	**
I generally stop looking once I have found a deal that is good enough	80 24%	**	**	22 24%	25 28%	**	**	**	**	**	**	**	**	**	**	**	**
I just want to check that I am on the best deal I can get from my current provider	71 22%	**	**	18 19%	15 17%	**	**	**	**	**	**	**	**	**	**	**	**
Because more than a quick scan is too confusing	70 21%	**	**	18 20%	13 15%	**	**	**	**	**	**	**	**	**	**	**	**
I take the best deal I can afford within my budget	59 18%	**	**	16 17%	20 22%	**	**	**	**	**	**	**	**	**	**	**	**
Because the amount of money I spend on (SERVICE) does not warrant spending any more time on searching for better deals	54 16%	**	**	18 20%	16 18%	**	**	**	**	**	**	**	**	**	**	**	**
Other	4 1%	**	**	3 3%	- -%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	12 4%	**	**	1 1%	5 5%	**	**	**	**	**	**	**	**	**	**	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 62

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q40. (SHOWCARD) Why do you not spend more time searching the market?

Base : All who consider other providers for their (SERVICE) but only do a quick scan

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	IRELAND
Significance Level: 95%		~a	b	c	a	b	~c	~d	a	b	a	~b	a	~b	~c	~d
Unweighted total	360	79	134	147	113	114	64	69	156	203	314	44	307	26	15	12
Effective Weighted Sample	287	62	110	123	89	95	51	61	125	164	251	34	241	23	13	11
Total	329	85	130	114	91	123	65	50	153	174	287	41	282	23	14	10
I do not have time to spend doing detailed searches	118 36%	** **	56 43%	29 26%	27 30%	41 33%	** **	** **	56 37%	62 35%	105 37%	** **	104 37%	** **	** **	** **
I generally stop looking once I have found a deal that is good enough	80 24%	** **	36 28%	22 19%	26 29%	25 20%	** **	** **	36 23%	44 25%	69 24%	** **	64 23%	** **	** **	** **
I just want to check that I am on the best deal I can get from my current provider	71 22%	** **	27 21%	27 23%	22 24%	28 23%	** **	** **	27 18%	45 26%	64 22%	** **	59 21%	** **	** **	** **
Because more than a quick scan is too confusing	70 21%	** **	30 23%	25 22%	22 24%	24 20%	** **	** **	26 17%	41 24%	58 20%	** **	61 22%	** **	** **	** **
I take the best deal I can afford within my budget	59 18%	** **	26 20%	15 13%	9 10%	26 21%	** **	** **	28 18%	31 18%	54 19%	** **	47 16%	** **	** **	** **
Because the amount of money I spend on (SERVICE) does not warrant spending any more time on searching for better deals	54 16%	** **	19 15%	28 25%	19 21%	17 14%	** **	** **	28 19%	25 14%	47 16%	** **	45 16%	** **	** **	** **
Other	4 1%	** **	1 1%	1 1%	1 1%	3 2%	** **	** **	3 2%	1 1%	3 1%	** **	3 1%	** **	** **	** **
Don't know	12 4%	** **	1 1%	7 6%	1 1%	7 6%	** **	** **	5 3%	7 4%	9 3%	** **	9 3%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 63

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "Finding a better deal is not a priority for me"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																		
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(1.0)	661 19%	139 17%	145 16%	174 20%	203 23%	36 23%	35 28%	74 12%	24 15%	47 37%	83 15%	57 33%	34 25%	93 17%	83 18%	44 23%	
					b	ab	a	a			ab		a	a		a		
Agree slightly	(2.0)	1051 31%	266 33%	256 29%	266 31%	262 30%	169 32%	52 34%	45 36%	178 30%	45 29%	34 26%	158 29%	54 32%	54 40%	151 28%	128 28%	58 30%
					b								a	a				
TOTAL AGREE		1712 50%	405 50%	402 45%	440 52%	465 53%	236 44%	88 57%	80 65%	252 42%	69 44%	81 63%	241 44%	111 65%	89 65%	244 46%	210 47%	102 53%
			b		b	b		a	a			ab		a	a		a	
Disagree slightly	(3.0)	884 26%	217 27%	260 29%	210 25%	196 22%	151 28%	40 26%	27 21%	188 31%	45 29%	27 21%	144 26%	39 23%	27 20%	134 25%	112 25%	44 23%
			d	cd						c								
Disagree strongly	(4.0)	760 22%	171 21%	208 23%	184 22%	197 22%	134 25%	24 15%	13 10%	155 26%	34 22%	18 14%	150 27%	20 12%	14 10%	144 27%	119 26%	42 22%
							bc			c			bc					
TOTAL DISAGREE		1644 48%	388 48%	468 53%	394 46%	393 45%	285 54%	63 41%	40 32%	343 57%	80 51%	45 35%	294 54%	59 35%	41 30%	279 52%	231 51%	86 45%
				acd			bc			c	c		bc					
Don't know		75 2%	19 2%	15 2%	19 2%	22 2%	10 2%	4 3%	4 4%	5 1%	7 5%	2 2%	13 2%	- -%	7 5%	10 2%	9 2%	3 1%
										a			b	b				
Mean score	2.52	2.53	2.61 cd	2.48	2.45	2.67 bc	2.34	2.14	2.71 c	2.61 c	2.13	2.68 bc	2.13	2.16	2.63 c	2.61	2.45	
Standard error	.02	.03	.03	.03	.03	.04	.08	.08	.04	.08	.09	.04	.07	.08	.04	.05	.06	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 63

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "Finding a better deal is not a priority for me"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(1.0)	661	147	231	283	177	217	113	152	318	343	567	93	537	71	40	13
		19%	16%	17%	24%	18%	19%	19%	22%	18%	20%	19%	20%	19%	24%	24%	15%
				ab				a						a			
Agree slightly	(2.0)	1051	272	382	394	318	332	192	208	548	499	892	155	888	100	41	22
		31%	30%	29%	33%	31%	30%	32%	30%	32%	29%	30%	33%	31%	33%	25%	25%
				b										c			
TOTAL AGREE		1712	419	613	677	495	549	306	359	866	842	1459	248	1425	171	80	35
		50%	46%	46%	57%	49%	49%	51%	51%	50%	50%	49%	53%	49%	57%	49%	41%
				ab										ad			
Disagree slightly	(3.0)	884	228	368	287	289	288	146	161	458	426	760	119	733	76	45	31
		26%	25%	28%	24%	29%	26%	24%	23%	26%	25%	26%	25%	25%	25%	27%	35%
				c		cd										ab	
Disagree strongly	(4.0)	760	232	323	204	211	254	140	154	373	384	663	93	660	45	35	20
		22%	26%	24%	17%	21%	23%	23%	22%	22%	23%	22%	20%	23%	15%	21%	23%
			c	c									b				
TOTAL DISAGREE		1644	460	691	492	500	542	285	315	831	810	1424	212	1392	121	80	50
		48%	51%	52%	41%	50%	49%	48%	45%	48%	48%	48%	45%	48%	40%	49%	58%
			c	c		d								b		b	
Don't know		75	24	27	24	15	24	10	26	32	43	67	7	62	7	4	1
		2%	3%	2%	2%	1%	2%	2%	4%	2%	3%	2%	1%	2%	2%	3%	1%
								abc									
Mean score	2.52	2.62	2.60	2.35	2.54	2.53	2.53	2.47	2.52	2.51	2.53	2.46	2.54	2.33	2.47	2.67	
		c	c										b				
Standard error	.02	.03	.03	.03	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.10	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 64

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it difficult to understand whether or not I would make any saving by changing my deal or provider"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																		
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(1.0)	402	86	104	120	92	49	15	22	59	19	26	61	37	22	47	42	15
		12%	11%	12%	14%	10%	9%	10%	18%	10%	12%	20%	11%	21%	16%	9%	9%	8%
				ad				ab			a		a					
Agree slightly	(2.0)	1038	245	278	267	248	152	51	42	184	47	46	170	42	55	136	122	45
		30%	30%	31%	31%	28%	29%	33%	34%	31%	30%	36%	31%	25%	40%	25%	27%	24%
														ab				
TOTAL AGREE	1440	331	382	386	340	201	66	64	244	67	72	231	79	76	182	164	60	
		42%	41%	43%	45%	39%	38%	42%	51%	41%	43%	56%	42%	46%	56%	34%	36%	32%
				d	ad			a			ab		a					
Disagree slightly	(3.0)	942	228	240	233	242	157	37	33	172	37	31	154	49	30	150	121	59
		27%	28%	27%	27%	27%	30%	24%	27%	29%	24%	24%	28%	29%	22%	28%	27%	31%
Disagree strongly	(4.0)	861	201	218	196	246	155	32	14	160	40	17	143	37	16	170	142	61
		25%	25%	25%	23%	28%	29%	20%	11%	27%	26%	13%	26%	22%	12%	32%	31%	32%
					c	bc	c	c	c	c	c	c	c	c				
TOTAL DISAGREE	1803	428	457	429	488	312	69	47	332	77	48	297	86	46	320	263	121	
		53%	53%	52%	50%	55%	59%	45%	38%	55%	49%	37%	54%	50%	34%	60%	58%	63%
					c	bc	c	c	c	c	c	c	c	c				
Don't know	188	52	45	38	52	18	21	13	25	12	9	19	5	14	31	24	10	
		5%	6%	5%	6%	3%	13%	11%	4%	8%	7%	4%	3%	10%	6%	5%	5%	
							a	a		a				ab				
Mean score	2.70	2.71	2.68	2.62	2.78	2.81	2.64	2.36	2.75	2.68	2.33	2.72	2.52	2.33	2.88	2.85	2.92	
		c			bc	bc	c		c	c		bc						
Standard error	.02	.03	.03	.03	.03	.04	.08	.08	.04	.08	.08	.04	.08	.08	.04	.05	.06	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 64

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it difficult to understand whether or not I would make any saving by changing my deal or provider"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(1.0)	402	95	129	178	103	135	66	98	175	226	334	66	324	35	21	22
		12%	10%	10%	15%	10%	12%	11%	14%	10%	13%	11%	14%	11%	12%	13%	25%
				ab				a		a		a				abc	
Agree slightly	(2.0)	1038	248	402	387	299	354	182	201	507	528	905	129	876	90	40	32
		30%	27%	30%	32%	30%	32%	30%	29%	29%	31%	31%	28%	30%	30%	24%	37%
				a												c	
TOTAL AGREE		1440	342	530	564	402	488	248	300	682	754	1239	195	1200	124	61	54
		42%	38%	40%	47%	40%	44%	41%	43%	39%	44%	42%	42%	42%	42%	37%	62%
				ab			a			a						abc	
Disagree slightly	(3.0)	942	277	378	287	267	310	184	181	498	444	815	120	803	84	34	21
		27%	31%	28%	24%	26%	28%	31%	26%	29%	26%	28%	26%	28%	28%	21%	24%
			c	c				ad						c	c		
Disagree strongly	(4.0)	861	231	364	265	292	276	138	154	462	399	733	126	724	71	55	11
		25%	26%	27%	22%	29%	25%	23%	22%	27%	24%	25%	27%	25%	24%	33%	13%
				c		bcd				b				d	d	abd	
TOTAL DISAGREE		1803	509	742	552	558	586	322	334	960	843	1549	246	1527	155	88	32
		53%	56%	56%	46%	55%	53%	54%	48%	56%	50%	52%	53%	53%	52%	54%	37%
			c	c		d	d	d		b				d	d	d	
Don't know		188	52	59	77	50	41	30	66	86	98	162	25	152	20	15	1
		5%	6%	4%	6%	5%	4%	5%	9%	5%	6%	5%	5%	5%	7%	9%	1%
				b				abc						d	d	ad	
Mean score	2.70	2.76	2.77	2.57	2.78	2.68	2.69	2.61	2.76	2.64	2.70	2.69	2.71	2.68	2.82	2.25	
			c	c	bd				b								
Standard error	.02	.03	.03	.03	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.10	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 65

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I would be very wary of using a provider I had not heard of"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(1.0)	1499 44%	357 44%	388 44%	412 48%	342 39%	219 41%	70 45%	68 54%	243 41%	80 51%	64 50%	248 45%	97 57%	67 50%	197 37%	158 35%	80 42%
Agree slightly	(2.0)	1182 34%	280 35%	319 36%	259 30%	324 37%	196 37%	50 32%	34 27%	226 38%	49 32%	43 33%	179 33%	40 24%	40 29%	210 39%	181 40%	67 35%
TOTAL AGREE		2681 78%	637 79%	706 80%	671 79%	666 76%	415 78%	120 77%	102 82%	470 78%	129 83%	107 83%	427 78%	137 81%	107 79%	407 76%	340 75%	147 77%
Disagree slightly	(3.0)	446 13%	103 13%	112 13%	106 12%	125 14%	69 13%	21 14%	13 10%	86 14%	11 7%	15 11%	73 13%	21 12%	12 9%	71 13%	59 13%	31 16%
Disagree strongly	(4.0)	189 6%	47 6%	37 4%	49 6%	57 6%	37 7%	5 3%	5 4%	24 4%	8 5%	4 3%	31 6%	9 5%	9 6%	37 7%	36 8%	8 4%
TOTAL DISAGREE		635 19%	150 18%	149 17%	155 18%	182 21%	106 20%	27 17%	18 14%	110 18%	19 12%	19 15%	104 19%	30 18%	20 15%	108 20%	95 21%	39 20%
Don't know		113 3%	24 3%	30 3%	27 3%	32 4%	10 2%	9 6%	5 4%	20 3%	7 5%	3 2%	16 3%	3 2%	8 6%	18 3%	16 4%	5 2%
Mean score		1.80	1.80	1.76	1.75	1.88	1.85	1.74	1.62	1.81	1.64	1.68	1.79	1.66	1.70	1.90	1.94	1.83
Standard error		.01	.03	.03	.03	.03	.04	.06	.07	.03	.06	.07	.03	.06	.07	.04	.04	.05

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 65

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41C. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I would be very wary of using a provider I had not heard of"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(1.0)	1499	334	535	629	449	481	252	316	742	756	1275	219	1212	148	87	52
		44%	37%	40%	53%	44%	43%	42%	45%	43%	45%	43%	47%	42%	50%	53%	60%
				ab										a	a	a	
Agree slightly	(2.0)	1182	343	482	356	347	400	212	221	582	598	1021	155	1014	98	41	29
		34%	38%	36%	30%	34%	36%	35%	32%	34%	35%	35%	33%	35%	33%	25%	33%
			c	c			d							c			
TOTAL AGREE		2681	677	1017	984	796	882	464	537	1324	1355	2297	374	2226	246	128	81
		78%	75%	76%	83%	79%	79%	77%	77%	77%	80%	78%	80%	77%	82%	78%	93%
				ab						a				a		abc	
Disagree slightly	(3.0)	446	144	184	118	131	151	77	85	249	195	381	63	395	28	20	3
		13%	16%	14%	10%	13%	14%	13%	12%	14%	12%	13%	13%	14%	9%	12%	3%
			c	c						b				bd	d	d	
Disagree strongly	(4.0)	189	51	84	54	60	53	37	38	107	80	171	18	166	14	10	-
		6%	6%	6%	5%	6%	5%	6%	5%	6%	5%	6%	4%	6%	5%	6%	-%
				c						b		b		d	d	d	
TOTAL DISAGREE		635	195	268	172	191	205	114	124	356	275	551	81	561	42	30	3
		19%	22%	20%	14%	19%	18%	19%	18%	21%	16%	19%	17%	19%	14%	18%	3%
			c	c						b				bd	d	d	
Don't know		113	31	46	37	23	29	23	39	49	65	101	12	92	11	7	3
		3%	3%	3%	3%	2%	3%	4%	6%	3%	4%	3%	2%	3%	4%	4%	4%
								ab									
Mean score	1.80	1.90	1.86	1.65	1.80	1.79	1.83	1.77	1.83	1.75	1.81	1.73	1.83	1.68	1.70	1.41	
		c	c						b				b				
Standard error	.01	.03	.02	.02	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.07	.06	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 66

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I can easily understand my/my household's (SERVICE) needs"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	1591 46%	389 48%	398 45%	372 44%	432 49%	264 50%	75 48%	50 40%	278 46%	76 49%	44 34%	252 46%	83 49%	37 28%	264 49%	223 49%	100 52%
Agree slightly	(3.0)	1295 38%	324 40%	341 38%	311 36%	319 36%	217 41%	61 39%	46 37%	230 38%	56 36%	54 42%	202 37%	51 30%	58 42%	202 38%	166 37%	70 36%
TOTAL AGREE		2886 84%	713 88%	739 83%	682 80%	751 85%	481 91%	136 87%	96 77%	508 85%	133 85%	98 76%	454 83%	134 79%	95 70%	466 87%	389 86%	169 89%
Disagree slightly	(2.0)	353 10%	59 7%	95 11%	117 14%	83 9%	34 6%	11 7%	15 12%	62 10%	15 10%	17 13%	70 13%	24 14%	24 17%	43 8%	40 9%	15 8%
Disagree strongly	(1.0)	102 3%	14 2%	33 4%	29 3%	26 3%	6 1%	2 1%	6 5%	21 3%	* 3%	12 9%	15 3%	6 4%	8 6%	14 3%	12 3%	4 2%
TOTAL DISAGREE		455 13%	73 9%	128 14%	146 17%	109 12%	40 8%	12 8%	21 17%	83 14%	16 10%	29 22%	84 15%	30 18%	31 23%	57 11%	53 12%	18 9%
Don't know		89 3%	25 3%	18 2%	25 3%	20 2%	10 2%	7 5%	8 6%	9 2%	7 5%	2 1%	9 2%	6 4%	10 7%	10 2%	9 2%	3 2%
Mean score	3.31	3.38	3.27	3.24	3.35	3.42	3.41	3.20	3.30	3.40	3.03	3.28	3.28	2.99	3.37	3.36	3.42	
Standard error	.01	.02	.03	.03	.02	.03	.05	.07	.03	.05	.08	.03	.06	.07	.03	.04	.04	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 66

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41D. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I can easily understand my/my household's (SERVICE) needs"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	NORTHRN IRELAND d	
Significance Level: 95%																	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	1591 46%	398 44%	615 46%	578 48% a	494 49% cd	526 47%	263 44%	306 44%	877 51% b	711 42%	1352 46%	232 50%	1326 46%	134 45%	91 55% ab	40 46%
Agree slightly	(3.0)	1295 38%	356 39% c	514 39%	423 35%	377 37%	410 37%	238 40%	269 38%	611 35%	682 40% a	1115 38%	174 37%	1083 38% c	130 43% ac	49 30%	32 37%
TOTAL AGREE		2886 84%	754 83%	1129 85%	1000 84%	871 86% d	936 84%	501 83%	576 82%	1488 86% b	1394 82%	2467 84%	406 87% a	2410 84%	264 88% a	140 85%	72 83%
Disagree slightly	(2.0)	353 10%	95 11%	145 11%	112 9%	93 9%	120 11%	66 11%	72 10%	159 9%	192 11% a	308 10%	44 9%	307 11%	24 8%	11 7%	12 14% c
Disagree strongly	(1.0)	102 3%	28 3%	31 2%	43 4% b	27 3%	34 3%	19 3%	23 3%	44 3%	58 3%	91 3%	11 2%	86 3%	4 1%	11 6% ab	2 2%
TOTAL DISAGREE		455 13%	123 14%	175 13%	156 13%	120 12%	154 14%	85 14%	95 14%	203 12%	250 15% a	399 14%	54 12%	392 14% b	28 9%	21 13%	13 16%
Don't know		89 3%	26 3%	26 2%	37 3% b	19 2%	25 2%	14 2%	30 4% abc	38 2%	52 3%	83 3% b	5 1%	78 3%	8 3%	3 2%	1 1%
Mean score	3.31	3.28	3.31	3.33	3.35 cd	3.31	3.27	3.28	3.37 b	3.25	3.30	3.36	3.30	3.35	3.37	3.29	
Standard error	.01	.03	.02	.02	.02	.02	.03	.03	.02	.02	.01	.03	.01	.04	.06	.08	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 67

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it easy to understand the different (SERVICE) options in the market"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	929 27%	194 24%	259 29%	220 26%	257 29%	151 28%	28 18%	15 12%	190 32%	42 27%	26 20%	160 29%	38 22%	22 16%	175 33%	141 31%	66 34%
Agree slightly	(3.0)	1287 38%	307 38%	336 38%	305 36%	339 38%	214 40%	51 32%	42 34%	242 40%	54 34%	41 32%	211 39%	58 34%	36 26%	214 40%	188 42%	71 37%
TOTAL AGREE		2216 65%	502 62%	595 67%	524 61%	595 68%	365 69%	79 51%	57 46%	432 72%	96 62%	67 52%	371 68%	95 56%	58 43%	389 73%	330 73%	137 72%
Disagree slightly	(2.0)	718 21%	182 22%	189 21%	182 21%	165 19%	112 21%	38 24%	33 27%	116 19%	39 25%	34 26%	104 19%	39 23%	39 29%	87 16%	73 16%	34 18%
Disagree strongly	(1.0)	315 9%	73 9%	73 8%	99 12%	70 8%	39 7%	18 12%	16 12%	39 6%	10 6%	24 19%	53 10%	23 13%	22 16%	34 6%	29 7%	13 7%
TOTAL DISAGREE		1033 30%	255 31%	262 30%	280 33%	235 27%	151 28%	56 36%	49 39%	155 26%	49 32%	58 45%	157 29%	62 36%	61 45%	121 23%	103 23%	47 25%
Don't know		181 5%	54 7%	28 3%	49 6%	50 6%	15 3%	21 14%	18 15%	14 2%	11 7%	3 3%	20 4%	13 7%	16 12%	23 4%	18 4%	7 4%
Mean score	2.87	2.82	2.91	2.80	2.94	2.92	2.66	2.54	2.99	2.88	2.55	2.90	2.70	2.49	3.04	3.02	3.03	
Standard error	.01	.03	.03	.03	.03	.04	.08	.08	.03	.07	.09	.04	.07	.09	.04	.04	.05	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 67

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41E. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it easy to understand the different (SERVICE) options in the market"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	929	292	381	256	295	317	154	163	521	408	789	137	766	93	55	16
		27%	32%	29%	21%	29%	28%	26%	23%	30%	24%	27%	29%	27%	31%	33%	18%
			c	c		d	d			b				d	ad		
Agree slightly	(3.0)	1287	391	527	368	375	410	238	264	658	626	1118	161	1098	113	50	27
		38%	43%	40%	31%	37%	37%	40%	38%	38%	37%	38%	34%	38%	38%	30%	31%
			c	c										c			
TOTAL AGREE		2216	683	908	624	670	727	392	427	1180	1034	1907	297	1863	206	104	42
		65%	76%	68%	52%	66%	65%	65%	61%	68%	61%	65%	64%	65%	69%	64%	49%
			bc	c		d	d			b				d	d	d	
Disagree slightly	(2.0)	718	132	277	309	207	244	122	144	334	383	622	95	610	62	31	16
		21%	15%	21%	26%	21%	22%	20%	21%	19%	23%	21%	20%	21%	21%	19%	18%
				a	ab						a						
Disagree strongly	(1.0)	315	41	100	171	97	92	56	70	129	183	261	53	261	17	21	16
		9%	5%	8%	14%	10%	8%	9%	10%	7%	11%	9%	11%	9%	6%	13%	19%
				a	ab						a		a	b		b	ab
TOTAL DISAGREE		1033	174	377	479	304	336	178	214	463	566	883	149	871	79	51	32
		30%	19%	28%	40%	30%	30%	30%	31%	27%	33%	30%	32%	30%	26%	31%	37%
				a	ab						a						b
Don't know		181	46	45	89	37	53	30	60	86	95	160	20	145	14	9	13
		5%	5%	3%	7%	4%	5%	5%	9%	5%	6%	5%	4%	5%	5%	5%	15%
			b		ab				abc								abc
Mean score	2.87	3.09	2.92	2.64	2.89	2.90	2.86	2.81	2.96	2.79	2.87	2.85	2.87	2.99	2.89	2.56	
			bc	c		d			b					a			
Standard error	.01	.03	.02	.03	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.12	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 68

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41F. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it difficult to understand some of the language and terminology about the (SERVICE)"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(1.0)	471 14%	80 10%	102 12%	165 19% abd	125 14% a	36 7%	24 16% a	19 15% a	59 10%	17 11%	26 20% ab	101 18%	36 21%	27 20%	55 10%	49 11%	24 13%
Agree slightly	(2.0)	1107 32%	242 30%	315 36% ad	275 32% ad	275 31%	158 30%	41 26%	43 35%	206 34%	55 35%	54 42%	167 31%	59 35%	49 36%	168 31% c	148 33% c	42 22%
TOTAL AGREE	1578 46%	322 40%	417 47% a	440 52% abd	400 45% a	194 37%	65 42%	62 50% a	266 44%	72 46%	80 62% ab	268 49%	95 56%	77 56%	223 42% c	197 44% c	66 35%	
Disagree slightly	(3.0)	878 26%	239 29% bcd	225 25%	202 24%	212 24%	167 32% b	35 22%	37 30%	169 28% bc	31 20%	25 20%	133 24%	35 21%	34 25%	133 25%	110 24%	55 29%
Disagree strongly	(4.0)	861 25%	214 26% c	216 24%	189 22%	243 28% c	160 30% c	41 26% c	13 10%	153 26% c	43 28% c	19 15%	134 24% c	39 23% c	16 11%	168 32%	137 30%	65 34%
TOTAL DISAGREE	1739 51%	453 56% bc	440 50%	391 46%	455 52% c	328 62% bc	76 49%	50 40%	322 54% c	74 47% c	44 34%	267 49% c	75 44%	49 36%	301 56%	247 55%	120 63% b	
Don't know	112 3%	37 5% cd	28 3%	23 3%	25 3%	9 2%	15 9% a	13 10% a	12 2%	10 6% a	5 4%	13 2%	* *% ab	10 8%	9 2%	7 2%	5 2%	
Mean score	2.64	2.76 bc	2.65 c	2.50	2.67 c	2.87 bc	2.65 c	2.39	2.71 c	2.69 c	2.30	2.56 c	2.46	2.30	2.79	2.75	2.86	
Standard error	.02	.03	.03	.03	.03	.04	.08	.08	.04	.08	.08	.04	.08	.08	.04	.05	.06	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 68

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q41F. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT COMPARING DEALS "I find it difficult to understand some of the language and terminology about the (SERVICE)"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(1.0)	471	82	152	235	109	137	97	127	186	282	395	75	384	41	25	21
		14%	9%	11%	20%	11%	12%	16%	18%	11%	17%	13%	16%	13%	14%	15%	24%
				ab			ab	ab		a						ab	
Agree slightly	(2.0)	1107	295	443	369	303	382	206	216	522	585	945	157	933	97	50	27
		32%	33%	33%	31%	30%	34%	34%	31%	30%	35%	32%	34%	32%	32%	30%	32%
						a				a							
TOTAL AGREE		1578	377	595	604	411	519	302	343	707	867	1340	232	1317	138	75	48
		46%	42%	45%	51%	41%	47%	50%	49%	41%	51%	45%	50%	46%	46%	46%	56%
				ab		a	a	a		a		a					
Disagree slightly	(3.0)	878	223	346	309	270	279	153	177	469	406	758	116	754	69	37	17
		26%	25%	26%	26%	27%	25%	25%	25%	27%	24%	26%	25%	26%	23%	23%	20%
										b							
Disagree strongly	(4.0)	861	272	356	233	299	290	131	140	503	358	751	108	718	78	46	18
		25%	30%	27%	20%	30%	26%	22%	20%	29%	21%	25%	23%	25%	26%	28%	21%
			c	c		bcd	cd			b							
TOTAL DISAGREE		1739	495	702	542	568	569	284	317	973	764	1509	224	1472	148	84	35
		51%	55%	53%	45%	56%	51%	47%	45%	56%	45%	51%	48%	51%	49%	51%	41%
			c	c		bcd	d			b			d				
Don't know		112	31	34	47	30	27	14	40	49	63	101	10	91	14	5	3
		3%	3%	3%	4%	3%	2%	2%	6%	3%	4%	3%	2%	3%	5%	3%	4%
				b				abc									
Mean score	2.64	2.78	2.70	2.47	2.77	2.66	2.54	2.50	2.77	2.51	2.65	2.56	2.65	2.65	2.66	2.39	
		bc	c		bcd	cd			b		b						
Standard error	.02	.03	.03	.03	.03	.03	.04	.03	.02	.02	.02	.04	.02	.06	.08	.11	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 69

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?

Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	728	-	-	-	728	-	-	-	-	-	-	-	-	-	586	456	272
Effective Weighted Sample	572	-	-	-	572	-	-	-	-	-	-	-	-	-	462	368	230
Total	629	-	-	-	629	-	-	-	-	-	-	-	-	-	534	452	177
USAGE																	
How much you had been paying each month	442	**	**	**	442	**	**	**	**	**	**	**	**	**	377	308	133
	70%	**	**	**	70%	**	**	**	**	**	**	**	**	**	71%	68%	75%
																	b
How much data you were using each month	341	**	**	**	341	**	**	**	**	**	**	**	**	**	291	238	102
	54%	**	**	**	54%	**	**	**	**	**	**	**	**	**	55%	53%	58%
How many minutes or calls you were using each month	264	**	**	**	264	**	**	**	**	**	**	**	**	**	230	187	76
	42%	**	**	**	42%	**	**	**	**	**	**	**	**	**	43%	42%	43%
How many texts you were sending each month	229	**	**	**	229	**	**	**	**	**	**	**	**	**	198	168	61
	36%	**	**	**	36%	**	**	**	**	**	**	**	**	**	37%	37%	35%
What types of internet/ online activities you were using mobile data for	147	**	**	**	147	**	**	**	**	**	**	**	**	**	127	107	39
	23%	**	**	**	23%	**	**	**	**	**	**	**	**	**	24%	24%	22%
What types of numbers you were calling at the time	92	**	**	**	92	**	**	**	**	**	**	**	**	**	75	64	29
	15%	**	**	**	15%	**	**	**	**	**	**	**	**	**	14%	14%	16%
TOTAL USAGE	559	**	**	**	559	**	**	**	**	**	**	**	**	**	476	400	159
	89%	**	**	**	89%	**	**	**	**	**	**	**	**	**	89%	88%	90%
DEAL																	
How much you would pay each month	407	**	**	**	407	**	**	**	**	**	**	**	**	**	347	285	122
	65%	**	**	**	65%	**	**	**	**	**	**	**	**	**	65%	63%	69%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 69

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?

Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	728	-	-	-	728	-	-	-	-	-	-	-	-	-	586	456	272
Effective Weighted Sample	572	-	-	-	572	-	-	-	-	-	-	-	-	-	462	368	230
Total	629	-	-	-	629	-	-	-	-	-	-	-	-	-	534	452	177
How much mobile data you would get each month	273 43%	**	**	**	273 43%	**	**	**	**	**	**	**	**	**	234 44%	191 42%	82 46%
How many minutes for calls you would get each month	232 37%	**	**	**	232 37%	**	**	**	**	**	**	**	**	**	205 38%	167 37%	66 37%
The upfront cost of the handset	222 35%	**	**	**	222 35%	**	**	**	**	**	**	**	**	**	208 39%	192 42%	31 17%
															c	c	
The deals available for the handset you wanted	219 35%	**	**	**	219 35%	**	**	**	**	**	**	**	**	**	206 39%	196 43%	23 13%
															c	c	
How many texts would be included in your allowance each month	207 33%	**	**	**	207 33%	**	**	**	**	**	**	**	**	**	182 34%	150 33%	56 32%
What added extras would be included	85 13%	**	**	**	85 13%	**	**	**	**	**	**	**	**	**	77 14%	65 14%	20 11%
TOTAL DEAL	530 84%	**	**	**	530 84%	**	**	**	**	**	**	**	**	**	459 86%	386 85%	144 82%
SERVICE																	
Coverage and reliability	352 56%	**	**	**	352 56%	**	**	**	**	**	**	**	**	**	301 56%	247 55%	104 59%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 69

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?

Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		~a	~b	~c	d	~a	~b	~c	~a	~b	~c	~a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	728	-	-	-	728	-	-	-	-	-	-	-	-	-	586	456	272
Effective Weighted Sample	572	-	-	-	572	-	-	-	-	-	-	-	-	-	462	368	230
Total	629	-	-	-	629	-	-	-	-	-	-	-	-	-	534	452	177
Reputation/ good customer service	239	**	**	**	239	**	**	**	**	**	**	**	**	**	201	170	69
	38%	**	**	**	38%	**	**	**	**	**	**	**	**	**	38%	38%	39%
TOTAL SERVICE	410	**	**	**	410	**	**	**	**	**	**	**	**	**	352	291	119
	65%	**	**	**	65%	**	**	**	**	**	**	**	**	**	66%	64%	67%
Other factors	23	**	**	**	23	**	**	**	**	**	**	**	**	**	18	14	9
	4%	**	**	**	4%	**	**	**	**	**	**	**	**	**	3%	3%	5%
Don't know	15	**	**	**	15	**	**	**	**	**	**	**	**	**	12	11	4
	2%	**	**	**	2%	**	**	**	**	**	**	**	**	**	2%	2%	2%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 69

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?

Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	~b	a	~b	~c	~d
Unweighted total	728	265	251	211	210	244	121	150	326	399	631	92	631	54	28	15
Effective Weighted Sample	572	218	197	170	158	205	97	117	261	312	492	78	491	48	24	11
Total	629	260	228	140	175	224	123	104	294	331	551	74	543	46	25	15
USAGE																
How much you had been paying each month	442	182	166	93	119	165	82	76	205	236	390	**	374	**	**	**
	70%	70%	73%	66%	68%	74%	67%	73%	70%	71%	71%	**	69%	**	**	**
How much data you were using each month	341	164	132	44	104	123	63	49	162	177	307	**	295	**	**	**
	54%	63%	58%	31%	59%	55%	51%	47%	55%	54%	56%	**	54%	**	**	**
		c	c		d											
How many minutes or calls you were using each month	264	98	103	62	71	90	55	46	127	133	237	**	221	**	**	**
	42%	38%	45%	44%	41%	40%	45%	44%	43%	40%	43%	**	41%	**	**	**
How many texts you were sending each month	229	81	99	49	59	78	50	42	108	121	205	**	195	**	**	**
	36%	31%	43%	35%	33%	35%	40%	41%	37%	37%	37%	**	36%	**	**	**
		a														
What types of internet/ online activities you were using mobile data for	147	68	56	24	46	53	31	15	76	71	130	**	129	**	**	**
	23%	26%	24%	17%	26%	24%	26%	15%	26%	21%	24%	**	24%	**	**	**
		c	c		d	d	d									
What types of numbers you were calling at the time	92	36	43	14	29	31	23	9	47	45	82	**	79	**	**	**
	15%	14%	19%	10%	17%	14%	19%	9%	16%	14%	15%	**	15%	**	**	**
			c		d		d									
TOTAL USAGE	559	236	209	113	157	197	109	92	264	291	492	**	482	**	**	**
	89%	91%	92%	81%	90%	88%	89%	89%	90%	88%	89%	**	89%	**	**	**
		c	c													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 69

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Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?

Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	728	265	251	211	210	244	121	150	326	399	631	92	631	54	28	15
Effective Weighted Sample	572	218	197	170	158	205	97	117	261	312	492	78	491	48	24	11
Total	629	260	228	140	175	224	123	104	294	331	551	74	543	46	25	15
DEAL																
How much you would pay each month	407 65%	163 63%	155 68%	89 64%	119 68%	140 63%	78 64%	69 66%	183 62%	224 68%	363 66%	** **	356 66%	** **	** **	** **
How much mobile data you would get each month	273 43%	129 50%	101 44%	44 31%	79 45%	103 46%	54 44%	36 34%	124 42%	148 45%	242 44%	** **	236 43%	** **	** **	** **
How many minutes for calls you would get each month	232 37%	81 31%	97 42%	54 39%	57 33%	91 41%	52 42%	32 31%	114 39%	118 36%	206 37%	** **	202 37%	** **	** **	** **
The upfront cost of the handset	222 35%	102 39%	85 37%	35 25%	70 40%	78 35%	42 34%	33 31%	103 35%	119 36%	195 35%	** **	193 36%	** **	** **	** **
The deals available for the handset you wanted	219 35%	104 40%	82 36%	33 23%	62 35%	83 37%	46 37%	27 26%	98 33%	118 36%	197 36%	** **	190 35%	** **	** **	** **
How many texts would be included in your allowance each month	207 33%	73 28%	84 37%	50 35%	54 31%	75 34%	48 39%	29 28%	97 33%	110 33%	181 33%	** **	182 34%	** **	** **	** **
What added extras would be included	85 13%	41 16%	34 15%	9 6%	24 14%	36 16%	16 13%	9 8%	39 13%	46 14%	75 14%	** **	73 13%	** **	** **	** **
TOTAL DEAL	530 84%	225 87%	197 86%	108 77%	150 86%	188 84%	104 85%	85 82%	242 82%	284 86%	470 85%	** **	465 86%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Q42. (SHOWCARD) When you took your current mobile phone deal with (PROVIDER), which of these factors did you consider at that time?

Base : All responding about their Mobile who are in contract for their service, including those on a SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND ~d
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL ~b	ENGLAND a	SCOT- LAND ~b	WALES ~c	
Significance Level: 95%																
Unweighted total	728	265	251	211	210	244	121	150	326	399	631	92	631	54	28	15
Effective Weighted Sample	572	218	197	170	158	205	97	117	261	312	492	78	491	48	24	11
Total	629	260	228	140	175	224	123	104	294	331	551	74	543	46	25	15
SERVICE																
Coverage and reliability	352 56%	132 51%	137 60%	82 59%	108 61%	124 56%	61 50%	56 54%	172 58%	178 54%	306 56%	** **	311 57%	** **	** **	** **
Reputation/ good customer service	239 38%	94 36%	92 40%	52 37%	80 46%	75 33%	47 38%	36 35%	108 37%	128 39%	217 39%	** **	206 38%	** **	** **	** **
TOTAL SERVICE	410 65%	166 64%	151 66%	94 67%	128 73%	141 63%	76 62%	63 60%	196 67%	210 64%	357 65%	** **	357 66%	** **	** **	** **
Other factors	23 4%	5 2%	12 5%	6 5%	10 6%	9 4%	2 2%	2 2%	14 5%	10 3%	20 4%	** **	18 3%	** **	** **	** **
Don't know	15 2%	2 1%	5 2%	7 5%	5 3%	2 1%	5 4%	3 3%	3 1%	11 3%	10 2%	** **	14 3%	** **	** **	** **

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 70

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Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?

Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	~d	a	~b	~c	a	~b	~c	a	~b	~c	~a	~b	~c
Unweighted total	1999	618	698	683	-	618	-	-	698	-	-	683	-	-	-	-	-
Effective Weighted Sample	1670	515	594	563	-	515	-	-	594	-	-	563	-	-	-	-	-
Total	1679	531	600	548	-	531	-	-	600	-	-	548	-	-	-	-	-
USAGE																	
How much you had been paying each month	1133	320	427	386	**	320	**	**	427	**	**	386	**	**	**	**	**
	67%	60%	71%	70%	**	60%	**	**	71%	**	**	70%	**	**	**	**	**
		a	a														
Which TV channels you or your household were watching at the time	591	325	267	-	**	325	**	**	267	**	**	-	**	**	**	**	**
	35%	61%	44%	-%	**	61%	**	**	44%	**	**	-%	**	**	**	**	**
		bc	c														
What types of internet/ online activities you or your household was using broadband for	376	-	196	180	**	-	**	**	196	**	**	180	**	**	**	**	**
	22%	-%	33%	33%	**	-%	**	**	33%	**	**	33%	**	**	**	**	**
			a	a													
How many calls you were making each month	331	-	174	157	**	-	**	**	174	**	**	157	**	**	**	**	**
	20%	-%	29%	29%	**	-%	**	**	29%	**	**	29%	**	**	**	**	**
			a	a													
How much data you were downloading or using each month	323	-	172	151	**	-	**	**	172	**	**	151	**	**	**	**	**
	19%	-%	29%	28%	**	-%	**	**	29%	**	**	28%	**	**	**	**	**
			a	a													
How many devices were accessing the internet at the same time	306	-	165	141	**	-	**	**	165	**	**	141	**	**	**	**	**
	18%	-%	27%	26%	**	-%	**	**	27%	**	**	26%	**	**	**	**	**
			a	a													

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?

Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	~d	a	~b	~c	a	~b	~c	a	~b	~c	~a	~b	~c
Significance Level: 95%		a	b	c	~d	a	~b	~c	a	~b	~c	a	~b	~c	~a	~b	~c
Unweighted total	1999	618	698	683	-	618	-	-	698	-	-	683	-	-	-	-	-
Effective Weighted Sample	1670	515	594	563	-	515	-	-	594	-	-	563	-	-	-	-	-
Total	1679	531	600	548	-	531	-	-	600	-	-	548	-	-	-	-	-
What types of numbers you were calling at the time	237	-	114	124	**	-	**	**	114	**	**	124	**	**	**	**	**
	14%	-%	19%	23%	**	-%	**	**	19%	**	**	23%	**	**	**	**	**
		a	a														
TOTAL USAGE	1447	434	537	476	**	434	**	**	537	**	**	476	**	**	**	**	**
	86%	82%	89%	87%	**	82%	**	**	89%	**	**	87%	**	**	**	**	**
		a	a														
DEAL																	
How much you would pay each month	1226	408	414	404	**	408	**	**	414	**	**	404	**	**	**	**	**
	73%	77%	69%	74%	**	77%	**	**	69%	**	**	74%	**	**	**	**	**
		b	b														
Which TV channels would be included	680	379	293	8	**	379	**	**	293	**	**	8	**	**	**	**	**
	41%	71%	49%	1%	**	71%	**	**	49%	**	**	1%	**	**	**	**	**
		bc	c														
Any upfront cost of equipment	618	175	246	196	**	175	**	**	246	**	**	196	**	**	**	**	**
	37%	33%	41%	36%	**	33%	**	**	41%	**	**	36%	**	**	**	**	**
			ac														
Whether the data was unlimited or capped	561	-	266	295	**	-	**	**	266	**	**	295	**	**	**	**	**
	33%	-%	44%	54%	**	-%	**	**	44%	**	**	54%	**	**	**	**	**
			a	ab													
What added extras would be included	419	187	150	82	**	187	**	**	150	**	**	82	**	**	**	**	**
	25%	35%	25%	15%	**	35%	**	**	25%	**	**	15%	**	**	**	**	**
		bc	c														

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?

Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	~d	a	~b	~c	a	~b	~c	a	~b	~c	~a	~b	~c
Unweighted total	1999	618	698	683	-	618	-	-	698	-	-	683	-	-	-	-	-
Effective Weighted Sample	1670	515	594	563	-	515	-	-	594	-	-	563	-	-	-	-	-
Total	1679	531	600	548	-	531	-	-	600	-	-	548	-	-	-	-	-
The calls package	413	-	206	207	**	-	**	**	206	**	**	207	**	**	**	**	**
	25%	-%	34%	38%	**	-%	**	**	34%	**	**	38%	**	**	**	**	**
			a	a													
The advertised speed of the broadband service	373	-	190	183	**	-	**	**	190	**	**	183	**	**	**	**	**
	22%	-%	32%	33%	**	-%	**	**	32%	**	**	33%	**	**	**	**	**
			a	a													
TOTAL DEAL	1491	494	514	483	**	494	**	**	514	**	**	483	**	**	**	**	**
	89%	93%	86%	88%	**	93%	**	**	86%	**	**	88%	**	**	**	**	**
		bc															
SERVICE																	
Reliability of service	1070	339	386	345	**	339	**	**	386	**	**	345	**	**	**	**	**
	64%	64%	64%	63%	**	64%	**	**	64%	**	**	63%	**	**	**	**	**
Reputation/good customer service	699	230	257	211	**	230	**	**	257	**	**	211	**	**	**	**	**
	42%	43%	43%	39%	**	43%	**	**	43%	**	**	39%	**	**	**	**	**
Download speeds you were getting at the time	469	-	251	218	**	-	**	**	251	**	**	218	**	**	**	**	**
	28%	-%	42%	40%	**	-%	**	**	42%	**	**	40%	**	**	**	**	**
			a	a													
TOTAL SERVICE	1253	381	461	411	**	381	**	**	461	**	**	411	**	**	**	**	**
	75%	72%	77%	75%	**	72%	**	**	77%	**	**	75%	**	**	**	**	**
			a														
Other factors	33	13	9	12	**	13	**	**	9	**	**	12	**	**	**	**	**
	2%	2%	1%	2%	**	2%	**	**	1%	**	**	2%	**	**	**	**	**
Don't know	42	8	17	17	**	8	**	**	17	**	**	17	**	**	**	**	**
	2%	1%	3%	3%	**	1%	**	**	3%	**	**	3%	**	**	**	**	**

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

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Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?

Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1999	412	784	801	672	560	312	455	980	1018	1698	295	1690	160	96	53
Effective Weighted Sample	1670	359	646	697	563	476	266	389	826	850	1419	248	1407	134	83	46
Total	1679	409	698	571	528	545	281	325	880	798	1432	241	1407	141	85	47
USAGE																
How much you had been paying each month	1133	246	467	419	365	364	188	215	602	530	961	169	954	84	**	**
	67%	60%	67%	74%	69%	67%	67%	66%	68%	66%	67%	70%	68%	60%	**	**
		a	b	ab									b			
Which TV channels you or your household were watching at the time	591	137	252	200	218	193	78	102	321	269	496	91	495	51	**	**
	35%	34%	36%	35%	41%	35%	28%	32%	36%	34%	35%	38%	35%	36%	**	**
					bcd	c										
What types of internet/ online activities you or your household was using broadband for	376	97	154	124	132	121	54	68	182	193	316	59	319	30	**	**
	22%	24%	22%	22%	25%	22%	19%	21%	21%	24%	22%	25%	23%	21%	**	**
					c											
How many calls you were making each month	331	55	134	142	119	105	45	62	168	164	278	52	287	23	**	**
	20%	13%	19%	25%	23%	19%	16%	19%	19%	20%	19%	22%	20%	16%	**	**
			a	ab	c											
How much data you were downloading or using each month	323	94	136	93	113	115	44	52	164	159	280	43	283	22	**	**
	19%	23%	19%	16%	21%	21%	15%	16%	19%	20%	20%	18%	20%	16%	**	**
		c			cd	cd										
How many devices were accessing the internet at the same time	306	94	129	83	91	108	52	54	138	168	262	43	268	21	**	**
	18%	23%	18%	15%	17%	20%	19%	17%	16%	21%	18%	18%	19%	15%	**	**
		c	c						a							

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?

Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1999	412	784	801	672	560	312	455	980	1018	1698	295	1690	160	96	53
Effective Weighted Sample	1670	359	646	697	563	476	266	389	826	850	1419	248	1407	134	83	46
Total	1679	409	698	571	528	545	281	325	880	798	1432	241	1407	141	85	47
What types of numbers you were calling at the time	237 14%	39 10%	83 12%	115 20% ab	85 16%	76 14%	33 12%	43 13%	124 14%	113 14%	193 13%	44 18% a	206 15% b	10 7%	**	**
TOTAL USAGE	1447 86%	343 84%	605 87%	497 87%	482 91% bcd	469 86% c	225 80%	271 83%	757 86%	689 86%	1228 86%	212 88%	1217 86%	118 84%	**	**
DEAL																
How much you would pay each month	1226 73%	289 71%	499 71%	437 77% ab	395 75% c	408 75% c	182 65%	241 74% c	635 72%	590 74%	1049 73%	173 72%	1034 73%	103 73%	**	**
Which TV channels would be included	680 41%	159 39%	296 42%	224 39%	223 42%	226 42%	110 39%	121 37%	371 42%	308 39%	577 40%	99 41%	563 40%	64 45%	**	**
Any upfront cost of equipment	618 37%	156 38%	252 36%	208 36%	192 36%	205 38%	95 34%	126 39%	329 37%	287 36%	519 36%	97 40%	528 38%	50 35%	**	**
Whether the data was unlimited or capped	561 33%	136 33%	241 34%	184 32%	180 34%	197 36% d	86 31%	98 30%	292 33%	269 34%	480 34%	78 32%	485 34%	42 30%	**	**
What added extras would be included	419 25%	92 22%	182 26%	146 26%	147 28% c	133 24%	60 21%	79 24%	217 25%	203 25%	347 24%	72 30% a	342 24%	37 26%	**	**
The calls package	413 25%	54 13%	156 22% a	203 36% ab	144 27%	127 23%	61 22%	81 25%	208 24%	205 26%	341 24%	72 30% a	355 25% b	25 18%	**	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 70

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q43. SHOWCARD When you took your current (SERVICE) deal with (PROVIDER) which of these factors did you consider at that time?

Base : Those responding about their Pay TV or Triple Play or Dual Play package who are in contract for their service

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1999	412	784	801	672	560	312	455	980	1018	1698	295	1690	160	96	53
Effective Weighted Sample	1670	359	646	697	563	476	266	389	826	850	1419	248	1407	134	83	46
Total	1679	409	698	571	528	545	281	325	880	798	1432	241	1407	141	85	47
The advertised speed of the broadband service	373	94	149	129	137	121	53	61	203	170	321	51	316	26	**	**
	22%	23%	21%	23%	26%	22%	19%	19%	23%	21%	22%	21%	22%	18%	**	**
					cd											
TOTAL DEAL	1491	362	619	509	483	493	236	279	784	706	1276	209	1256	122	**	**
	89%	89%	89%	89%	91%	91%	84%	86%	89%	88%	89%	87%	89%	86%	**	**
					cd	cd										
SERVICE																
Reliability of service	1070	234	453	381	380	331	168	191	563	506	898	167	892	96	**	**
	64%	57%	65%	67%	72%	61%	60%	59%	64%	63%	63%	69%	63%	68%	**	**
			a	a	bcd							a				
Reputation/good customer service	699	151	279	267	257	203	112	126	373	325	572	123	569	70	**	**
	42%	37%	40%	47%	49%	37%	40%	39%	42%	41%	40%	51%	40%	49%	**	**
				ab	bcd							a		a		
Download speeds you were getting at the time	469	134	191	144	162	146	75	86	257	212	399	69	404	34	**	**
	28%	33%	27%	25%	31%	27%	27%	27%	29%	27%	28%	29%	29%	24%	**	**
		c														
TOTAL SERVICE	1253	289	530	432	436	390	200	227	664	588	1052	194	1050	108	**	**
	75%	71%	76%	76%	83%	72%	71%	70%	75%	74%	73%	81%	75%	76%	**	**
					bcd							a				
Other factors	33	4	15	15	10	9	9	5	19	15	22	11	29	1	**	**
	2%	1%	2%	3%	2%	2%	3%	2%	2%	2%	2%	5%	2%	1%	**	**
				a								a				
Don't know	42	14	14	14	7	15	7	13	21	20	38	4	38	2	**	**
	2%	3%	2%	2%	1%	3%	3%	4%	2%	3%	3%	2%	3%	1%	**	**
								a								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 71

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q44A. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Deciding which providers to compare.

Base : Those who are in contract for their (SERVICE), including those on a SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c	
Significance Level: 95%																		
Unweighted total	2709	618	698	683	710	618	-	-	698	-	-	683	-	-	586	456	254	
Effective Weighted Sample	2224	515	594	563	558	515	-	-	594	-	-	563	-	-	462	368	214	
Total	2295	531	600	548	616	531	-	-	600	-	-	548	-	-	534	452	164	
Very easy	(4.0)	639 28%	160 30%	176 29%	142 26%	161 26%	160 30%	** **	** **	176 29%	** **	** **	142 26%	** **	** **	147 28% c	128 28% c	33 20%
Fairly easy	(3.0)	1061 46%	228 43%	289 48%	249 46%	295 48%	228 43%	** **	** **	289 48%	** **	** **	249 46%	** **	** **	240 45%	205 45%	90 55% ab
TOTAL EASY		1700 74%	388 73%	465 77% c	391 71%	456 74%	388 73%	** **	** **	465 77%	** **	** **	391 71%	** **	** **	388 73%	333 74%	123 75%
Fairly difficult	(2.0)	265 12%	52 10%	74 12%	78 14% ad	62 10%	52 10%	** **	** **	74 12%	** **	** **	78 14%	** **	** **	55 10%	46 10%	16 9%
Very difficult	(1.0)	55 2%	16 3%	11 2%	18 3%	11 2%	16 3%	** **	** **	11 2%	** **	** **	18 3%	** **	** **	10 2%	7 2%	4 2%
TOTAL DIFFICULT		321 14%	67 13%	85 14% ad	96 17%	72 12%	67 13%	** **	** **	85 14%	** **	** **	96 17%	** **	** **	65 12%	53 12%	19 12%
Didn't do this		221 10%	61 11% b	40 7%	47 9%	73 12% bc	61 11%	** **	** **	40 7%	** **	** **	47 9%	** **	** **	67 13%	52 12%	21 13%
Don't know		53 2%	15 3%	10 2%	14 3%	14 2%	15 3%	** **	** **	10 2%	** **	** **	14 3%	** **	** **	14 3%	13 3%	1 1%
Mean score	3.13	3.17 c	3.15 c	3.06 c	3.15 c	3.17	3.17	** **	** **	3.15	** **	** **	3.06	** **	** **	3.16	3.18	3.07
Standard error	.02	.03	.03	.03	.03	.03	.03	** **	** **	.03	** **	** **	.03	** **	** **	.03	.04	.04

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 71

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q44A. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Deciding which providers to compare.

Base : Those who are in contract for their (SERVICE), including those on a SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND	
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES		
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d	
Unweighted total	2709	672	1032	1002	877	796	431	602	1298	1407	2313	385	2305	213	124	67	
Effective Weighted Sample	2224	572	840	858	712	674	358	503	1079	1150	1893	324	1881	182	107	55	
Total	2295	664	925	705	700	762	403	428	1168	1122	1971	314	1938	186	110	62	
Very easy	(4.0)	639	213	265	162	213	198	111	116	345	294	551	86	531	59	37	**
		28%	32%	29%	23%	30%	26%	28%	27%	30%	26%	28%	27%	27%	32%	34%	**
			c	c		b											
Fairly easy	(3.0)	1061	338	430	292	323	372	170	195	539	518	930	126	906	85	40	**
		46%	51%	46%	41%	46%	49%	42%	46%	46%	46%	47%	40%	47%	46%	37%	**
			c	c		c						b		c			
TOTAL EASY		1700	551	694	454	536	570	281	311	884	812	1481	212	1437	144	78	**
		74%	83%	75%	64%	77%	75%	70%	73%	76%	72%	75%	67%	74%	78%	71%	**
			bc	c		c				b		b					
Fairly difficult	(2.0)	265	61	106	98	81	78	62	44	145	121	232	32	224	20	13	**
		12%	9%	11%	14%	12%	10%	15%	10%	12%	11%	12%	10%	12%	11%	11%	**
					a			bd									
Very difficult	(1.0)	55	3	18	34	17	13	13	12	30	25	39	16	45	2	5	**
		2%	*%	2%	5%	2%	2%	3%	3%	3%	2%	2%	5%	2%	1%	5%	**
				a	ab								a			b	
TOTAL DIFFICULT		321	64	124	133	98	91	75	56	175	146	272	49	269	22	18	**
		14%	10%	13%	19%	14%	12%	19%	13%	15%	13%	14%	15%	14%	12%	16%	**
				a	ab			abd									
Didn't do this		221	39	87	94	54	82	43	42	86	133	173	46	187	17	11	**
		10%	6%	9%	13%	8%	11%	11%	10%	7%	12%	9%	15%	10%	9%	10%	**
				a	ab		a				a		a				
Don't know		53	9	19	24	12	18	4	19	23	30	45	8	44	2	3	**
		2%	1%	2%	3%	2%	2%	1%	4%	2%	3%	2%	3%	2%	1%	3%	**
					a				abc								
Mean score		3.13	3.24	3.15	2.99	3.16	3.14	3.06	3.13	3.13	3.13	3.14	3.08	3.13	3.21	3.14	**
			bc	c		c											
Standard error		.02	.03	.02	.03	.03	.03	.04	.03	.02	.02	.02	.05	.02	.05	.08	**

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 72

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q44B. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Comparing the prices of different deals.

Base : Those who are in contract for their (SERVICE), including those on a SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c	
Significance Level: 95%																		
Unweighted total	2709	618	698	683	710	618	-	-	698	-	-	683	-	-	586	456	254	
Effective Weighted Sample	2224	515	594	563	558	515	-	-	594	-	-	563	-	-	462	368	214	
Total	2295	531	600	548	616	531	-	-	600	-	-	548	-	-	534	452	164	
Very easy	(4.0)	626 27%	144 27%	165 27%	142 26%	174 28%	144 27%	** **	** **	165 27%	** **	** **	142 26%	** **	** **	162 30% c	138 31% c	36 22%
Fairly easy	(3.0)	1044 46%	232 44%	286 48%	238 43%	289 47%	232 44%	** **	** **	286 48%	** **	** **	238 43%	** **	** **	231 43%	196 43%	94 57% ab
TOTAL EASY		1671 73%	376 71%	451 75% c	380 69% c	464 75% c	376 71%	** **	** **	451 75%	** **	** **	380 69%	** **	** **	393 74%	334 74%	130 79%
Fairly difficult	(2.0)	313 14%	73 14%	84 14%	85 15% d	71 12%	73 14%	** **	** **	84 14%	** **	** **	85 15%	** **	** **	66 12%	56 12%	16 10%
Very difficult	(1.0)	82 4%	19 4%	23 4%	23 4%	17 3%	19 4%	** **	** **	23 4%	** **	** **	23 4%	** **	** **	14 3%	9 2%	8 5% b
TOTAL DIFFICULT		395 17%	92 17%	107 18%	108 20% d	89 14%	92 17%	** **	** **	107 18%	** **	** **	108 20%	** **	** **	80 15%	65 14%	24 15%
Didn't do this		183 8%	51 10% b	35 6%	48 9% b	50 8%	51 10%	** **	** **	35 6%	** **	** **	48 9%	** **	** **	47 9% c	42 9% c	8 5%
Don't know		45 2%	12 2%	8 1%	12 2%	13 2%	12 2%	** **	** **	8 1%	** **	** **	12 2%	** **	** **	13 2%	11 2%	3 2%
Mean score		3.07	3.07	3.06	3.02	3.12 c	3.07	** **	** **	3.06	** **	** **	3.02	** **	** **	3.14	3.16 c	3.03
Standard error		.02	.03	.03	.03	.03	.03	** **	** **	.03	** **	** **	.03	** **	** **	.03	.04	.05

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 72

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q44B. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Comparing the prices of different deals.

Base : Those who are in contract for their (SERVICE), including those on a SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND	
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES		
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d	
Unweighted total	2709	672	1032	1002	877	796	431	602	1298	1407	2313	385	2305	213	124	67	
Effective Weighted Sample	2224	572	840	858	712	674	358	503	1079	1150	1893	324	1881	182	107	55	
Total	2295	664	925	705	700	762	403	428	1168	1122	1971	314	1938	186	110	62	
Very easy	(4.0)	626 27%	216 33%	254 27%	156 22%	206 29%	201 26%	107 26%	111 26%	349 30%	277 25%	542 27%	82 26%	517 27%	62 33%	39 35%	** **
			bc	c					b					a	a		
Fairly easy	(3.0)	1044 46%	327 49%	433 47%	284 40%	308 44%	358 47%	184 46%	196 46%	521 45%	523 47%	908 46%	133 42%	896 46%	86 46%	35 32%	** **
			c	c										c	c		
TOTAL EASY		1671 73%	543 82%	687 74%	440 62%	514 73%	558 73%	290 72%	307 72%	870 75%	801 71%	1450 74%	215 68%	1413 73%	148 80%	74 68%	** **
			bc	c								b			ac		
Fairly difficult	(2.0)	313 14%	76 11%	116 13%	120 17%	105 15%	92 12%	60 15%	56 13%	165 14%	145 13%	273 14%	39 12%	264 14%	20 11%	17 15%	** **
					ab												
Very difficult	(1.0)	82 4%	9 1%	31 3%	42 6%	29 4%	23 3%	14 4%	15 3%	41 4%	40 4%	63 3%	19 6%	71 4%	3 1%	4 4%	** **
				a	ab								a				
TOTAL DIFFICULT		395 17%	86 13%	147 16%	162 23%	134 19%	115 15%	75 19%	70 16%	206 18%	185 16%	336 17%	58 18%	335 17%	23 12%	21 19%	** **
					ab	b											
Didn't do this		183 8%	22 3%	73 8%	87 12%	41 6%	72 9%	34 8%	36 8%	72 6%	110 10%	146 7%	36 11%	153 8%	13 7%	12 11%	** **
				a	ab		a				a		a				
Don't know		45 2%	12 2%	18 2%	16 2%	11 2%	16 2%	3 1%	15 3%	20 2%	25 2%	39 2%	6 2%	36 2%	2 1%	3 2%	** **
									ac								
Mean score	3.07	3.19	3.09	2.92	3.07	3.09	3.05	3.07	3.09	3.05	3.08	3.02	3.06	3.22	3.14	**	
			bc	c										a			
Standard error	.02	.03	.03	.03	.03	.03	.04	.03	.02	.02	.02	.05	.02	.05	.08	**	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 73

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q44C. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Working out which deal best suited my needs.

Base : Those who are in contract for their (SERVICE), including those on a SIM only deal

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c
Significance Level: 95%																	
Unweighted total	2709	618	698	683	710	618	-	-	698	-	-	683	-	-	586	456	254
Effective Weighted Sample	2224	515	594	563	558	515	-	-	594	-	-	563	-	-	462	368	214
Total	2295	531	600	548	616	531	-	-	600	-	-	548	-	-	534	452	164
Very easy	(4.0)	711	174	192	152	194	**	**	192	**	**	152	**	**	177	147	47
		31%	33%	32%	28%	31%	**	**	32%	**	**	28%	**	**	33%	33%	28%
		c															
Fairly easy	(3.0)	1041	232	267	249	293	**	**	267	**	**	249	**	**	236	202	91
		45%	44%	44%	45%	48%	**	**	44%	**	**	45%	**	**	44%	45%	55%
																	ab
TOTAL EASY		1752	406	459	401	486	**	**	459	**	**	401	**	**	413	349	138
		76%	77%	76%	73%	79%	**	**	76%	**	**	73%	**	**	77%	77%	84%
																	ab
Fairly difficult	(2.0)	311	71	89	78	73	**	**	89	**	**	78	**	**	69	57	16
		14%	13%	15%	14%	12%	**	**	15%	**	**	14%	**	**	13%	13%	9%
Very difficult	(1.0)	71	13	18	26	14	**	**	18	**	**	26	**	**	13	10	4
		3%	3%	3%	5%	2%	**	**	3%	**	**	5%	**	**	2%	2%	2%
					ad												
TOTAL DIFFICULT		382	85	107	104	87	**	**	107	**	**	104	**	**	82	68	19
		17%	16%	18%	19%	14%	**	**	18%	**	**	19%	**	**	15%	15%	12%
					d												
Didn't do this		122	28	26	33	35	**	**	26	**	**	33	**	**	31	29	6
		5%	5%	4%	6%	6%	**	**	4%	**	**	6%	**	**	6%	6%	4%
Don't know		39	12	9	11	7	**	**	9	**	**	11	**	**	7	5	1
		2%	2%	1%	2%	1%	**	**	1%	**	**	2%	**	**	1%	1%	1%
Mean score	3.12	3.16	3.12	3.04	3.16	3.16	**	**	3.12	**	**	3.04	**	**	3.16	3.17	3.15
		c															
Standard error	.02	.03	.03	.03	.03	.03	**	**	.03	**	**	.03	**	**	.03	.04	.04

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 73

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

Q44C. (SHOWCARD) RATING OF EASE OR DIFFICULTY WHEN TOOK CURRENT DEAL Working out which deal best suited my needs.

Base : Those who are in contract for their (SERVICE), including those on a SIM only deal

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			NORTHRN IRELAND	
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES		
		a	b	c	a	b	c	d	a	b	a	b	a	b	c	~d	
Significance Level: 95%																	
Unweighted total	2709	672	1032	1002	877	796	431	602	1298	1407	2313	385	2305	213	124	67	
Effective Weighted Sample	2224	572	840	858	712	674	358	503	1079	1150	1893	324	1881	182	107	55	
Total	2295	664	925	705	700	762	403	428	1168	1122	1971	314	1938	186	110	62	
Very easy	(4.0)	711	244	287	180	224	234	123	130	382	326	621	89	580	70	44	**
		31%	37%	31%	26%	32%	31%	30%	30%	33%	29%	32%	28%	30%	37%	40%	**
			bc	c						b					a	a	
Fairly easy	(3.0)	1041	307	432	302	331	338	176	195	519	522	893	141	897	83	37	**
		45%	46%	47%	43%	47%	44%	44%	46%	44%	46%	45%	45%	46%	45%	34%	**
														c	c		
TOTAL EASY		1752	550	719	482	555	572	298	325	902	848	1514	230	1477	153	81	**
		76%	83%	78%	68%	79%	75%	74%	76%	77%	76%	77%	73%	76%	82%	73%	**
			bc	c		bc									a		
Fairly difficult	(2.0)	311	82	115	115	93	111	55	53	170	141	273	36	264	21	12	**
		14%	12%	12%	16%	13%	15%	14%	12%	15%	13%	14%	11%	14%	12%	11%	**
					ab												
Very difficult	(1.0)	71	8	29	34	19	21	15	15	36	34	57	14	63	1	6	**
		3%	1%	3%	5%	3%	3%	4%	4%	3%	3%	3%	4%	3%	1%	6%	**
				a	a									b		b	
TOTAL DIFFICULT		382	89	144	149	112	132	70	68	207	175	330	50	327	23	18	**
		17%	13%	16%	21%	16%	17%	17%	16%	18%	16%	17%	16%	17%	12%	16%	**
					ab												
Didn't do this		122	15	45	60	24	43	27	26	46	73	91	31	101	8	9	**
		5%	2%	5%	8%	3%	6%	7%	6%	4%	6%	5%	10%	5%	4%	8%	**
				a	ab		a	a	a		a		a				
Don't know		39	8	17	14	8	15	7	9	13	26	36	3	32	2	2	**
		2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	**
											a						
Mean score	3.12	3.23	3.13	3.00	3.14	3.12	3.10	3.12	3.13	3.11	3.13	3.09	3.11	3.26	3.20	**	
			bc	c										a			
Standard error	.02	.03	.02	.03	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	**	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 74

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S8. (SHOWCARD) Which one of these descriptions best describes how you feel about changing your (SERVICE) deal or provider and your interest in this market generally?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
I haven't thought about either switching or negotiating with my provider. It's just not of interest to me.	1048 31%	232 29%	246 28%	254 30%	316 36% abc	101 19%	65 42% a	67 53% ab	142 24%	43 28%	61 47% ab	120 22%	67 40% a	67 49% a	157 29%	133 29%	57 30%
I might consider switching, but while my provider may not be the very best, I'm happy enough to stay with them.	827 24%	178 22%	213 24%	218 26%	218 25%	119 22%	33 21%	26 21%	155 26%	29 19%	28 22%	142 26%	40 23%	37 27%	138 26%	119 26%	46 24%
I haven't switched very recently, but I look around every so often. I think my provider is the best available and I'm happy with them.	715 21%	192 24% cd	194 22%	159 19%	169 19%	139 26% c	35 23%	18 15%	138 23% c	39 25% c	18 14%	108 20%	32 19%	18 13%	114 21%	92 20%	49 26%
I keep an eye on the market and I'm happy to switch or to negotiate with my provider, whichever gets me the best deal.	840 24%	209 26% d	232 26% d	223 26% d	177 20%	172 32% bc	22 14%	14 11%	166 28% c	44 28% c	22 17%	178 33% bc	30 18% c	14 10%	125 23%	107 24%	38 20%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 74

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

S8. (SHOWCARD) Which one of these descriptions best describes how you feel about changing your (SERVICE) deal or provider and your interest in this market generally?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34 a	35-54 b	55+ c	AB a	C1 b	C2 c	DE d	MALE a	FEMALE b	URBAN a	RURAL b	ENGLAND a	SCOT- LAND b	WALES c	NORTHRN IRELAND d
Significance Level: 95%																
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
I haven't thought about either switching or negotiating with my provider. It's just not of interest to me.	1048 31%	273 30%	376 28%	399 33% b	240 24%	343 31% a	210 35% a	254 36% ab	508 29%	540 32%	896 30%	148 32%	880 31%	90 30%	45 27%	33 38%
I might consider switching, but while my provider may not be the very best, I'm happy enough to stay with them.	827 24%	238 26% b	303 23%	283 24%	257 25%	268 24%	140 23%	161 23%	417 24%	407 24%	713 24%	112 24%	694 24%	76 25%	43 26%	15 17%
I haven't switched very recently, but I look around every so often. I think my provider is the best available and I'm happy with them.	715 21%	173 19%	292 22%	250 21%	257 25% bcd	235 21% cd	102 17%	120 17%	363 21%	349 21%	617 21%	92 20%	611 21%	54 18%	29 18%	19 22%
I keep an eye on the market and I'm happy to switch or to negotiate with my provider, whichever gets me the best deal.	840 24%	220 24%	360 27% c	261 22%	257 25%	270 24%	148 25%	165 23%	441 26%	399 24%	724 25%	115 25%	694 24%	80 27%	47 29%	20 23%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 75

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C1A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "I try to keep up with technology"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	1039 30%	247 30%	283 32%	220 26%	290 33%	187 35%	26 16%	34 27%	199 33%	48 31%	35 27%	155 28%	45 26%	21 15%	191 36%	159 35%	74 39%
Agree Slightly	(3.0)	1374 40%	319 39%	376 42%	341 40%	339 38%	215 41%	66 42%	37 30%	260 43%	67 43%	49 38%	229 42%	62 36%	50 36%	215 40%	185 41%	75 39%
TOTAL AGREE		2413 70%	565 70%	658 74%	560 66%	629 71%	403 76%	92 59%	71 57%	459 76%	115 74%	85 66%	384 70%	106 62%	70 52%	406 76%	343 76%	150 78%
Disagree slightly	(2.0)	608 18%	151 19%	141 16%	178 21%	139 16%	82 15%	38 24%	31 25%	94 16%	22 14%	26 20%	105 19%	36 21%	36 27%	83 16%	70 16%	23 12%
Disagree strongly	(1.0)	378 11%	87 11%	77 9%	108 13%	106 12%	42 8%	25 16%	20 16%	45 7%	16 10%	16 13%	54 10%	28 16%	26 19%	42 8%	35 8%	16 9%
TOTAL DISAGREE		987 29%	238 29%	219 25%	286 33%	244 28%	124 23%	63 40%	51 41%	139 23%	38 24%	42 33%	159 29%	64 38%	63 46%	125 23%	105 23%	39 20%
Don't know		31 1%	8 1%	8 1%	8 1%	8 1%	4 1%	1 1%	3 2%	3 *%	3 2%	2 2%	4 1%	- -%	3 2%	3 1%	3 1%	2 1%
Mean score	2.90	2.90 c	2.98 c	2.79	2.93 c	3.04 bc	2.60	2.69	3.03 c	2.96	2.82	2.89 bc	2.73 c	2.48	3.05	3.04	3.10	
Standard error	.01	.03	.03	.03	.03	.04	.07	.09	.03	.07	.08	.04	.07	.08	.04	.04	.05	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 75

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C1A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "I try to keep up with technology"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	1039	378	457	204	350	343	176	169	601	435	888	144	881	82	57	18
		30%	42%	34%	17%	35%	31%	29%	24%	35%	26%	30%	31%	31%	27%	35%	21%
			bc	c		bcd	d	d		b			d		d		
Agree Slightly	(3.0)	1374	371	545	457	417	463	229	264	676	696	1195	172	1152	135	53	33
		40%	41%	41%	38%	41%	41%	38%	38%	39%	41%	40%	37%	40%	45%	32%	39%
													c	c			
TOTAL AGREE		2413	749	1002	661	767	805	405	433	1277	1131	2083	316	2033	217	111	52
		70%	83%	75%	55%	76%	72%	67%	62%	74%	67%	71%	68%	71%	73%	67%	60%
			bc	c		bcd	cd	d		b			d	d			
Disagree slightly	(2.0)	608	106	211	289	162	195	111	140	281	325	513	95	507	56	23	22
		18%	12%	16%	24%	16%	18%	19%	20%	16%	19%	17%	20%	18%	19%	14%	26%
				a	ab				a		a					ac	
Disagree strongly	(1.0)	378	39	105	233	74	109	80	116	157	222	323	55	313	24	29	12
		11%	4%	8%	20%	7%	10%	13%	17%	9%	13%	11%	12%	11%	8%	17%	14%
				a	ab		a	ab	ab		a				ab		
TOTAL DISAGREE		987	145	316	523	235	304	191	256	438	546	836	150	821	80	52	35
		29%	16%	24%	44%	23%	27%	32%	37%	25%	32%	28%	32%	28%	27%	31%	40%
				a	ab		a	ab	abc		a					ab	
Don't know		31	10	12	9	8	7	5	11	13	18	31	*	27	3	2	*
		1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
									b			b					
Mean score	2.90	3.22	3.03	2.53	3.04	2.94	2.84	2.70	3.00	2.80	2.91	2.87	2.91	2.93	2.86	2.67	
			bc	c		bcd	cd	d		b							
Standard error	.01	.03	.02	.02	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.10	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 76

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C1B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "My friends tend to come to me if they have questions about technology"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	414 12%	91 11%	123 14%	95 11%	105 12%	70 13%	10 6%	11 9%	93 15%	21 13%	9 7%	75 14%	13 8%	7 5%	67 13%	58 13%	24 13%
Agree Slightly	(3.0)	822 24%	203 25%	216 24%	171 20%	232 26%	148 28%	28 18%	27 22%	163 27%	32 20%	21 16%	115 21%	36 21%	20 15%	154 29%	133 30%	50 26%
TOTAL AGREE		1236 36%	294 36%	339 38%	266 31%	337 38%	218 41%	38 24%	38 31%	256 43%	53 34%	31 24%	190 35%	49 29%	27 20%	222 41%	192 42%	74 39%
Disagree slightly	(2.0)	909 26%	231 29%	233 26%	245 29%	199 23%	155 29%	45 29%	31 25%	159 26%	35 22%	39 30%	160 29%	42 25%	43 32%	133 25%	108 24%	50 26%
Disagree strongly	(1.0)	1216 35%	271 33%	296 33%	329 39%	320 36%	151 28%	67 43%	52 42%	177 30%	63 41%	56 43%	188 34%	79 46%	63 46%	164 31%	140 31%	62 33%
TOTAL DISAGREE		2125 62%	502 62%	529 60%	574 67%	520 59%	306 58%	113 72%	83 67%	336 56%	98 63%	95 73%	348 63%	121 71%	106 78%	297 56%	248 55%	112 59%
Don't know		70 2%	15 2%	17 2%	14 2%	24 3%	7 1%	5 3%	3 3%	8 1%	5 3%	4 3%	10 2%	1 *	3 2%	16 3%	13 3%	5 2%
Mean score	2.13	2.14 c	2.19 c	2.04 c	2.14 c	2.26 bc	1.87	1.97	2.29 bc	2.07	1.87	2.14 bc	1.90	1.79	2.24	2.25	2.19	
Standard error	.02	.03	.03	.03	.03	.04	.07	.09	.04	.08	.08	.04	.07	.07	.04	.05	.06	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 76

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C1B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "My friends tend to come to me if they have questions about technology"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	414	173	180	60	140	136	75	63	252	162	360	51	351	34	21	8
		12%	19%	14%	5%	14%	12%	12%	9%	15%	10%	12%	11%	12%	11%	13%	9%
			bc	c		d	d	d		b							
Agree Slightly	(3.0)	822	299	339	184	286	265	131	139	507	312	719	96	700	73	30	20
		24%	33%	25%	15%	28%	24%	22%	20%	29%	18%	24%	21%	24%	24%	18%	23%
			bc	c		bcd	d			b		b					
TOTAL AGREE		1236	473	519	244	426	400	206	202	759	474	1080	146	1051	106	51	28
		36%	52%	39%	20%	42%	36%	34%	29%	44%	28%	37%	31%	36%	35%	31%	32%
			bc	c		bcd	d	d		b		b					
Disagree slightly	(2.0)	909	226	379	304	271	295	171	171	415	494	775	130	757	93	38	21
		26%	25%	28%	25%	27%	26%	29%	24%	24%	29%	26%	28%	26%	31%	23%	24%
										a				c			
Disagree strongly	(1.0)	1216	183	403	628	294	399	212	310	518	695	1032	184	1015	95	71	35
		35%	20%	30%	53%	29%	36%	35%	44%	30%	41%	35%	39%	35%	32%	44%	40%
				a	ab		a	a	abc		a		a			ab	
TOTAL DISAGREE		2125	408	782	932	565	694	383	481	933	1188	1807	314	1772	188	109	55
		62%	45%	59%	78%	56%	62%	64%	69%	54%	70%	61%	67%	62%	63%	67%	64%
				a	ab		a	a	abc		a		a				
Don't know		70	23	30	17	19	22	11	17	36	34	64	6	58	5	3	4
		2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	4%
			c														
Mean score	2.13	2.53	2.23	1.72	2.27	2.13	2.12	1.93	2.29	1.96	2.14	2.03	2.14	2.15	2.01	2.01	
			bc	c		bcd	d		b		b						
Standard error	.02	.03	.03	.02	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.11	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 77

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C1C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "I'm as knowledgeable about these technologies as the next person"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	673 20%	158 20%	194 22%	151 18%	170 19%	119 22%	21 14%	18 15%	137 23%	34 22%	23 18%	109 20%	28 17%	13 10%	110 21%	95 21%	39 20%
Agree Slightly	(3.0)	1420 41%	350 43%	376 43%	329 39%	364 41%	244 46%	63 40%	44 36%	257 43%	68 44%	51 40%	218 40%	65 39%	45 33%	242 45%	197 44%	95 50%
TOTAL AGREE		2093 61%	509 63%	570 64%	480 56%	534 61%	362 68%	84 54%	63 50%	394 66%	102 65%	75 58%	328 60%	94 55%	59 43%	352 66%	292 65%	134 70%
Disagree slightly	(2.0)	746 22%	167 21%	192 22%	206 24%	181 21%	99 19%	39 25%	29 24%	134 22%	27 17%	31 24%	123 22%	43 25%	40 29%	108 20%	94 21%	28 15%
Disagree strongly	(1.0)	475 14%	105 13%	100 11%	138 16%	132 15%	54 10%	25 16%	26 21%	58 10%	22 14%	19 15%	76 14%	30 17%	32 23%	59 11%	54 12%	18 10%
TOTAL DISAGREE		1220 36%	271 33%	291 33%	344 40%	313 36%	153 29%	64 41%	55 44%	192 32%	49 32%	50 39%	200 36%	73 43%	72 53%	167 31%	148 33%	46 24%
Don't know		118 3%	31 4%	24 3%	29 3%	34 4%	16 3%	8 5%	7 5%	14 2%	5 3%	4 3%	20 4%	3 2%	6 4%	15 3%	12 3%	11 6%
Mean score		2.69	2.72	2.77	2.60	2.67	2.83	2.54	2.47	2.81	2.75	2.64	2.68	2.55	2.31	2.78	2.75	2.86
Standard error		.02	.03	.03	.03	.03	.04	.07	.09	.03	.07	.08	.04	.07	.08	.04	.04	.05

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 77

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C1C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY SERVICES "I'm as knowledgeable about these technologies as the next person"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	673	245	287	141	233	216	120	103	409	265	573	97	552	59	50	11
		20%	27%	22%	12%	23%	19%	20%	15%	24%	16%	19%	21%	19%	20%	31%	13%
			bc	c		bd	d	d		b					abd		
Agree Slightly	(3.0)	1420	422	592	406	442	467	238	273	730	690	1229	182	1197	137	52	34
		41%	47%	44%	34%	44%	42%	40%	39%	42%	41%	42%	39%	42%	46%	32%	39%
			c	c		d							c	c			
TOTAL AGREE		2093	667	879	547	675	683	358	375	1139	954	1802	279	1749	196	102	45
		61%	74%	66%	46%	67%	61%	60%	54%	66%	56%	61%	60%	61%	65%	62%	52%
			bc	c		bcd	d	d		b				d			
Disagree slightly	(2.0)	746	177	267	299	184	270	135	156	339	401	636	108	628	66	29	22
		22%	20%	20%	25%	18%	24%	22%	22%	20%	24%	22%	23%	22%	22%	18%	26%
					ab		a	a	a		a						
Disagree strongly	(1.0)	475	38	128	308	121	130	84	140	199	276	405	68	405	28	29	12
		14%	4%	10%	26%	12%	12%	14%	20%	12%	16%	14%	15%	14%	9%	18%	14%
				a	ab				abc		a			b	b		
TOTAL DISAGREE		1220	215	395	608	305	400	218	296	538	677	1041	176	1033	95	58	34
		36%	24%	30%	51%	30%	36%	36%	42%	31%	40%	35%	38%	36%	32%	35%	40%
				a	ab		a	a	abc		a						
Don't know		118	23	56	38	30	33	24	29	52	64	107	11	98	9	4	7
		3%	3%	4%	3%	3%	3%	4%	4%	3%	4%	4%	2%	3%	3%	2%	8%
				a													abc
Mean score	2.69	2.99	2.81	2.33	2.80	2.71	2.68	2.50	2.80	2.58	2.69	2.68	2.68	2.78	2.77	2.56	
			bc	c		bcd	d	d	b								
Standard error	.02	.03	.02	.02	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.10	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 78

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C2. (SHOWCARD) Which, if any, of these do you ever use the internet for - using any type of device including a laptop or desktop computer, a mobile phone or a tablet?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Online shopping (purchasing goods/ services / tickets etc.) or online trading/ auctions (e.g. eBay)	2859 83%	662 82%	783 88% acd	702 82%	712 81%	454 86% bc	123 79% c	85 68%	534 89% c	143 92% c	107 83%	468 85% c	136 80%	98 72%	460 86%	389 86%	160 84%
Online banking	2575 75%	615 76% cd	715 81% acd	613 72%	632 72%	430 81% bc	106 68% c	79 63%	494 82% c	127 82%	94 73%	399 73% c	129 76% c	86 63%	418 78%	355 79%	143 75%
Accessing news	2469 72%	575 71%	674 76% acd	613 72%	607 69%	394 74% c	113 72% c	68 55%	461 77%	123 79% c	89 69%	407 74% c	117 69%	90 66%	387 72%	322 71%	142 74%
Using social networking (such as Facebook, Twitter, Instagram, Snapchat, LinkedIn)	2407 70%	548 68%	663 75% acd	570 67%	626 71% c	376 71% b	92 59%	80 65%	463 77%	110 71%	91 70%	369 67%	108 64%	93 68%	421 79% c	359 80% c	133 70%
Finding/ downloading information for work/ business/ school/ college/ university	1877 55%	420 52%	508 57% a	456 53%	493 56%	302 57% bc	70 45%	49 39%	356 59%	85 55%	67 52%	298 54%	91 54%	67 49%	313 59%	259 57%	118 62%
None of these	137 4%	58 7% bcd	16 2%	25 3%	38 4% b	22 4%	16 10% a	20 16% a	6 1%	1 1%	9 7% ab	12 2%	8 5%	5 3%	10 2%	8 2%	5 3%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 78

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C2. (SHOWCARD) Which, if any, of these do you ever use the internet for - using any type of device including a laptop or desktop computer, a mobile phone or a tablet?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Online shopping (purchasing goods/ services / tickets etc.) or online trading/ auctions (e.g. eBay)	2859 83%	775 86%	1176 88%	905 76%	918 91%	954 85%	478 80%	506 72%	1445 84%	1411 83%	2441 83%	404 87%	2410 84%	250 83%	128 78%	71 82%
		c	ac		bcd	cd	d					a	c			
Online banking	2575 75%	716 79%	1092 82%	764 64%	862 85%	866 78%	418 70%	427 61%	1322 76%	1251 74%	2186 74%	376 81%	2180 76%	217 72%	121 74%	58 67%
		c	c		bcd	cd	d		b			a	d			
Accessing news	2469 72%	642 71%	1039 78%	784 66%	852 84%	828 74%	387 64%	401 57%	1309 76%	1157 68%	2119 72%	338 72%	2077 72%	215 72%	117 71%	60 70%
		c	ac		bcd	cd	d		b							
Using social networking (such as Facebook, Twitter, Instagram, Snapchat, LinkedIn)	2407 70%	771 85%	1035 78%	598 50%	723 72%	821 74%	404 67%	457 65%	1137 66%	1268 75%	2083 71%	315 68%	2034 71%	199 66%	110 67%	65 74%
		bc	c		cd	cd				a						
Finding/ downloading information for work/ business/ school/ college/ university	1877 55%	560 62%	833 63%	481 40%	694 69%	659 59%	290 48%	233 33%	949 55%	923 54%	1588 54%	277 59%	1592 55%	148 49%	94 57%	43 50%
		c	c		bcd	cd	d					a	b			
None of these	137 4%	7 1%	14 1%	116 10%	14 1%	27 2%	36 6%	61 9%	59 3%	78 5%	116 4%	21 5%	104 4%	17 6%	9 6%	7 9%
				ab		a	ab	abc								a

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 79

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

BREADTH OF USE OF THE INTERNET

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
NON-USERS	137 4%	58 7%	16 2%	25 3%	38 4%	22 4%	16 10%	20 16%	6 1%	1 1%	9 7%	12 2%	8 5%	5 3%	10 2%	8 2%	5 3%
		bcd		b		a	a				ab						
NARROW USERS	700 20%	140 17%	153 17%	204 24%	203 23%	85 16%	30 19%	25 20%	98 16%	27 17%	28 22%	117 21%	44 26%	43 32%	95 18%	83 18%	40 21%
			ab	ab										a			
BROAD	2594 76%	613 76%	716 81%	625 73%	640 73%	424 80%	110 71%	79 64%	496 83%	128 82%	92 71%	418 76%	118 70%	88 65%	429 80%	361 80%	145 76%
			acd			bc			c	c		c					

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 79

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

BREADTH OF USE OF THE INTERNET

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
NON-USERS	137	7	14	116	14	27	36	61	59	78	116	21	104	17	9	7
	4%	1%	1%	10%	1%	2%	6%	9%	3%	5%	4%	5%	4%	6%	6%	9%
				ab		a	ab	abc								a
NARROW USERS	700	160	209	331	127	211	157	204	356	340	619	80	590	63	37	10
	20%	18%	16%	28%	13%	19%	26%	29%	21%	20%	21%	17%	20%	21%	23%	12%
				ab		a	ab	ab			b		d	d	d	
BROAD	2594	737	1107	746	870	878	408	435	1313	1278	2215	365	2187	220	118	69
	76%	82%	83%	63%	86%	79%	68%	62%	76%	75%	75%	78%	76%	73%	72%	80%
		c	c		bcd	cd	d									

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 80

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C3A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SHOPPING AROUND GENERALLY "Finding a cheaper deal is a priority for me"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	782 23%	171 21%	202 23%	197 23%	212 24%	141 27%	19 12%	10 8%	161 27%	28 18%	13 10%	161 29%	21 12%	15 11%	146 27%	125 28%	39 20%
Agree Slightly	(3.0)	1206 35%	294 36%	324 37%	272 32%	315 36%	207 39%	50 32%	37 30%	239 40%	54 35%	31 24%	196 36%	51 30%	25 19%	209 39%	175 39%	69 36%
TOTAL AGREE		1988 58%	465 57%	527 59%	469 55%	527 60%	348 66%	70 45%	47 38%	400 67%	83 53%	44 34%	357 65%	72 43%	40 29%	355 66%	300 66%	108 56%
Disagree slightly	(2.0)	942 27%	231 28%	242 27%	248 29%	221 25%	131 25%	54 35%	46 37%	153 26%	43 27%	46 36%	138 25%	43 25%	67 49%	126 24%	109 24%	49 26%
Disagree strongly	(1.0)	443 13%	99 12%	103 12%	120 14%	121 14%	43 8%	29 19%	27 22%	44 7%	27 17%	32 25%	45 8%	52 30%	24 18%	48 9%	40 9%	30 16%
TOTAL DISAGREE		1385 40%	330 41%	345 39%	368 43%	342 39%	174 33%	83 53%	73 59%	197 33%	70 45%	78 61%	183 33%	94 55%	91 67%	174 33%	149 33%	80 42%
Don't know		58 2%	16 2%	14 2%	16 2%	12 1%	9 2%	3 2%	4 3%	4 1%	4 2%	7 5%	8 1%	3 2%	5 3%	5 1%	3 1%	4 2%
Mean score	2.69	2.68	2.72	2.65	2.71	2.86 bc	2.39	2.25	2.87 bc	2.55 c	2.21	2.88 bc	2.25	2.23	2.86 c	2.86 c	2.62	
Standard error	.02	.03	.03	.03	.03	.04	.07	.08	.03	.08	.08	.04	.07	.07	.04	.04	.06	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 80

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C3A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SHOPPING AROUND GENERALLY "Finding a cheaper deal is a priority for me"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	782	252	319	211	211	258	144	168	367	415	670	108	667	50	45	21
		23%	28%	24%	18%	21%	23%	24%	24%	21%	24%	23%	23%	23%	17%	27%	24%
			bc	c							a		b		b		
Agree Slightly	(3.0)	1206	374	490	341	383	385	199	238	620	582	1054	147	1020	102	52	32
		35%	41%	37%	29%	38%	34%	33%	34%	36%	34%	36%	31%	35%	34%	32%	37%
			bc	c		c						b					
TOTAL AGREE		1988	626	809	552	594	643	343	405	987	997	1724	254	1687	152	97	53
		58%	69%	61%	46%	59%	58%	57%	58%	57%	59%	58%	55%	59%	51%	59%	61%
			bc	c									b				
Disagree slightly	(2.0)	942	189	352	399	297	308	159	179	492	448	798	140	786	93	38	25
		27%	21%	26%	33%	29%	28%	26%	26%	28%	26%	27%	30%	27%	31%	23%	29%
				a	ab	d									c		
Disagree strongly	(1.0)	443	78	138	226	112	144	84	103	225	218	373	69	361	48	27	8
		13%	9%	10%	19%	11%	13%	14%	15%	13%	13%	13%	15%	13%	16%	16%	9%
					ab				a								
TOTAL DISAGREE		1385	267	490	625	408	452	243	281	717	666	1171	210	1146	141	64	33
		40%	30%	37%	52%	40%	41%	40%	40%	41%	39%	40%	45%	40%	47%	39%	38%
				a	ab							a		a			
Don't know		58	11	31	16	8	21	15	14	25	33	56	2	47	6	3	1
		2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	*	2%	2%	2%	1%
				ac			a	a	a			b					
Mean score	2.69	2.90	2.76	2.46	2.69	2.69	2.69	2.69	2.66	2.72	2.70	2.63	2.70	2.52	2.71	2.77	
			bc	c									b		b		
Standard error	.02	.03	.02	.02	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.09	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 81

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C3B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SHOPPING AROUND GENERALLY "I look out for and use discount codes or discount vouchers whenever I can"

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																		
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Agree strongly	(4.0)	757 22%	170 21%	210 24%	180 21%	197 22%	130 24%	22 14%	18 15%	157 26%	30 19%	23 18%	140 26%	24 14%	16 12%	132 25%	109 24%	42 22%
Agree Slightly	(3.0)	1197 35%	280 35%	319 36%	284 33%	313 36%	180 34%	58 37%	41 33%	229 38%	52 33%	38 30%	184 34%	52 31%	48 35%	196 37%	170 38%	68 36%
TOTAL AGREE		1953 57%	450 55%	529 60%	464 54%	510 58%	310 58%	80 51%	60 48%	386 64%	82 52%	61 48%	324 59%	76 45%	64 47%	328 61%	279 62%	110 58%
Disagree slightly	(2.0)	809 24%	204 25%	202 23%	208 24%	195 22%	134 25%	42 27%	28 22%	132 22%	39 25%	30 24%	128 23%	41 24%	39 29%	117 22%	97 21%	43 22%
Disagree strongly	(1.0)	612 18%	148 18%	140 16%	162 19%	163 18%	80 15%	32 21%	35 28%	79 13%	30 19%	31 24%	82 15%	52 30%	28 21%	82 15%	70 16%	36 19%
TOTAL DISAGREE		1421 41%	351 43%	342 39%	370 43%	358 41%	215 40%	74 47%	63 50%	211 35%	69 45%	61 47%	210 38%	93 55%	68 50%	199 37%	167 37%	79 41%
Don't know		57 2%	10 1%	14 2%	19 2%	13 1%	6 1%	2 1%	2 2%	3 1%	5 3%	6 5%	13 2%	1 1%	4 3%	7 1%	6 1%	2 1%
Mean score		2.62	2.59	2.69	2.58	2.63	2.69	2.45	2.35	2.78	2.54	2.44	2.72	2.28	2.39	2.72	2.71	2.62
Standard error		.02	.03	.03	.03	.03	.04	.07	.09	.04	.08	.09	.04	.07	.08	.04	.05	.06

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 81

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C3B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SHOPPING AROUND GENERALLY "I look out for and use discount codes or discount vouchers whenever I can"

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Agree strongly	(4.0)	757	272	311	172	205	261	138	152	314	443	643	110	643	57	44	12
		22%	30%	23%	14%	20%	23%	23%	22%	18%	26%	22%	24%	22%	19%	27%	14%
			bc	c						a					bd		
Agree Slightly	(3.0)	1197	350	492	355	384	393	206	212	574	622	1035	153	1020	103	47	26
		35%	39%	37%	30%	38%	35%	34%	30%	33%	37%	35%	33%	35%	34%	29%	30%
			c	c		d	d			a							
TOTAL AGREE		1953	622	803	527	589	654	345	364	888	1065	1678	264	1663	159	92	39
		57%	69%	60%	44%	58%	59%	57%	52%	51%	63%	57%	57%	58%	53%	56%	44%
			bc	c		d	d	d		a				d			
Disagree slightly	(2.0)	809	180	301	325	231	266	144	167	447	358	686	121	677	79	30	23
		24%	20%	23%	27%	23%	24%	24%	24%	26%	21%	23%	26%	23%	26%	18%	27%
					ab					b					c		
Disagree strongly	(1.0)	612	86	206	320	181	179	97	155	363	247	535	77	495	53	40	25
		18%	9%	16%	27%	18%	16%	16%	22%	21%	15%	18%	17%	17%	18%	24%	28%
				a	ab				abc	b					a		ab
TOTAL DISAGREE		1421	266	508	645	412	446	241	321	809	606	1220	198	1172	132	70	48
		41%	29%	38%	54%	41%	40%	40%	46%	47%	36%	41%	42%	41%	44%	42%	55%
				a	ab				abc	b							ac
Don't know		57	16	20	21	9	17	15	15	31	25	52	4	45	8	3	1
		2%	2%	1%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%	3%	2%	1%
								a	a								
Mean score	2.62	2.91	2.69	2.32	2.61	2.67	2.66	2.53	2.49	2.75	2.62	2.64	2.64	2.56	2.60	2.30	
			bc	c		d	d			a							
Standard error	.02	.03	.03	.03	.03	.03	.04	.03	.02	.02	.02	.04	.02	.05	.08	.10	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 82

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C4. (SHOWCARD) Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Breathlessness or chest pains	168	44	41	44	39	28	9	7	25	12	4	25	15	3	19	15	12
	5%	5%	5%	5%	4%	5%	6%	6%	4%	8%	3%	5%	9%	3%	3%	3%	6%
													ac				
Poor vision, partial sight or blindness	96	16	26	26	28	12	2	3	19	4	3	18	2	6	13	11	3
	3%	2%	3%	3%	3%	2%	1%	2%	3%	2%	2%	3%	1%	4%	2%	2%	1%
Difficulty in speaking or communicating	52	10	11	12	19	8	*	1	10	*	-	7	4	1	7	6	5
	2%	1%	1%	1%	2%	1%	%	1%	2%	%	-%	1%	2%	1%	1%	1%	3%
Poor hearing, partial hearing or deafness	108	23	32	31	22	11	6	5	19	9	5	17	7	7	9	8	2
	3%	3%	4%	4%	2%	2%	4%	4%	3%	5%	4%	3%	4%	5%	2%	2%	1%
Cannot walk at all/ use a wheelchair	34	7	9	7	10	6	1	-	8	-	1	6	1	1	6	6	1
	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	%	1%	1%	1%
Cannot walk very far or manage stairs or can only do so with difficulty	228	60	53	67	47	38	11	12	32	10	11	43	16	8	21	17	14
	7%	7%	6%	8%	5%	7%	7%	10%	5%	6%	9%	8%	10%	6%	4%	4%	7%
				d													ab
Limited ability to reach	102	25	30	29	19	14	6	4	21	4	5	21	6	2	10	8	4
	3%	3%	3%	3%	2%	3%	4%	4%	4%	2%	4%	4%	3%	2%	2%	2%	2%
Mental health problems or difficulties	208	39	48	60	62	26	6	7	32	8	7	41	8	11	32	25	17
	6%	5%	5%	7%	7%	5%	4%	6%	5%	5%	6%	7%	5%	8%	6%	6%	9%
			a	a													
Dyslexia	52	12	9	13	18	10	1	1	4	2	3	8	3	2	14	12	3
	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%	2%	3%	3%	1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 82

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C4. (SHOWCARD) Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Learning difficulties	24 1%	1 *%	8 1%	8 1%	7 1%	1 *%	- -%	- -%	7 1%	- -%	1 1%	4 1%	1 *%	4 3%	3 1%	3 1%	1 *%
Difficulty using a telephone handset, television remote control, computer keyboard etc.	14 *%	4 *%	5 1%	3 *%	2 *%	2 *%	1 1%	1 *%	5 1%	- -%	- -%	2 *%	1 1%	1 *%	1 *%	- -%	2 1%
Other illnesses/ health problems which limit your daily activities/ work you can do	206 6%	44 5%	60 7%	59 7%	43 5%	32 6%	4 2%	9 7%	38 6%	13 8%	10 8%	34 6%	12 7%	12 9%	22 4%	18 4%	11 6%
ANY DISABILITIES	719 21%	167 21%	166 19%	201 24%	185 21%	113 21%	27 17%	27 22%	109 18%	29 18%	28 21%	128 23%	42 25%	32 23%	94 18%	74 16%	45 23%
None	2656 77%	631 78%	711 80%	638 75%	677 77%	407 77%	128 82%	96 77%	484 81%	125 80%	101 79%	407 74%	127 75%	103 76%	428 80%	366 81%	143 75%
Refused	55 2%	14 2%	8 1%	15 2%	18 2%	11 2%	1 1%	1 1%	7 1%	2 1%	- -%	13 2%	1 1%	1 1%	12 2%	11 3%	3 1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 82

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C4. (SHOWCARD) Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Breathlessness or chest pains	168	14	47	107	36	43	27	62	93	74	145	21	141	13	11	3
	5%	2%	4%	9%	4%	4%	5%	9%	5%	4%	5%	5%	5%	4%	6%	4%
			a	ab				abc								
Poor vision, partial sight or blindness	96	23	30	43	23	27	16	29	51	45	83	13	73	14	7	1
	3%	3%	2%	4%	2%	2%	3%	4%	3%	3%	3%	3%	3%	5%	4%	1%
				b				ab						a		
Difficulty in speaking or communicating	52	18	19	15	11	11	12	18	33	19	43	9	40	6	5	1
	2%	2%	1%	1%	1%	1%	2%	3%	2%	1%	1%	2%	1%	2%	3%	2%
								ab	b						a	
Poor hearing, partial hearing or deafness	108	11	16	80	38	20	18	32	61	46	98	10	87	10	4	6
	3%	1%	1%	7%	4%	2%	3%	5%	4%	3%	3%	2%	3%	3%	2%	7%
				ab	b			b								ac
Cannot walk at all/ use a wheelchair	34	9	15	10	9	6	5	13	20	14	30	3	30	2	1	-
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%
								ab								
Cannot walk very far or manage stairs or can only do so with difficulty	228	13	68	147	41	51	37	99	113	115	194	34	172	34	17	5
	7%	1%	5%	12%	4%	5%	6%	14%	7%	7%	7%	7%	6%	11%	10%	6%
			a	ab			a	abc						a	a	
Limited ability to reach	102	8	34	59	17	22	22	41	40	62	86	16	84	9	8	*
	3%	1%	3%	5%	2%	2%	4%	6%	2%	4%	3%	3%	3%	3%	5%	1%
			a	ab			ab	abc		a					d	
Mental health problems or difficulties	208	70	95	43	37	60	13	98	91	117	186	22	167	29	10	2
	6%	8%	7%	4%	4%	5%	2%	14%	5%	7%	6%	5%	6%	10%	6%	2%
		c	c			ac		abc		a				ad		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 82

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C4. (SHOWCARD) Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Dyslexia	52 2%	26 3%	22 2%	5 *%	9 1%	16 1%	8 1%	20 3%	28 2%	25 1%	47 2%	6 1%	43 1%	5 2%	4 3%	1 1%
Learning difficulties	24 1%	11 1%	11 1%	2 *%	3 *%	9 1%	3 *%	9 1%	10 1%	14 1%	23 1%	1 *%	21 1%	* *%	1 *%	2 2%
Difficulty using a telephone handset, television remote control, computer keyboard etc.	14 *%	1 *%	4 *%	9 1%	2 *%	3 *%	2 *%	6 1%	8 *%	6 *%	13 *%	1 *%	11 *%	2 1%	1 1%	- -%
Other illnesses/ health problems which limit your daily activities/ work you can do	206 6%	25 3%	75 6%	106 9%	40 4%	54 5%	33 6%	78 11%	110 6%	96 6%	176 6%	29 6%	167 6%	17 6%	18 11%	4 5%
ANY DISABILITIES	719 21%	152 17%	220 17%	347 29%	166 16%	196 18%	109 18%	247 35%	369 21%	350 21%	620 21%	97 21%	573 20%	77 26%	52 32%	16 19%
None	2656 77%	732 81%	1089 82%	832 70%	829 82%	906 81%	479 80%	440 63%	1336 77%	1316 78%	2281 77%	364 78%	2263 79%	218 73%	111 68%	64 74%
Refused	55 2%	20 2%	21 2%	14 1%	15 1%	14 1%	12 2%	13 2%	24 1%	30 2%	49 2%	6 1%	44 2%	4 1%	1 1%	6 7%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 83

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
WHITE																	
British	1733	390	472	428	443	257	71	62	324	83	65	271	83	73	281	235	99
	51%	48%	53%	50%	50%	48%	46%	50%	54%	53%	50%	50%	49%	54%	53%	52%	52%
			a														
English	854	221	220	213	200	135	60	26	158	39	24	133	56	24	119	105	42
	25%	27%	25%	25%	23%	25%	39%	21%	26%	25%	18%	24%	33%	18%	22%	23%	22%
		d					ac		c				ac				
Scottish	232	77	55	46	53	55	8	13	30	11	14	28	11	8	28	27	7
	7%	9%	6%	5%	6%	10%	5%	11%	5%	7%	11%	5%	6%	6%	5%	6%	4%
		bcd				b					a						
Welsh	99	24	27	29	20	16	3	5	17	5	5	20	6	3	13	10	5
	3%	3%	3%	3%	2%	3%	2%	4%	3%	3%	4%	4%	3%	2%	2%	2%	2%
Irish	66	18	16	15	16	10	4	3	11	5	1	9	-	7	9	8	3
	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	2%	-%	5%	2%	2%	2%
														ab			
Gypsy, Traveller or Irish Traveller	2	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%
Any other white background	130	14	27	41	47	8	2	4	20	2	6	28	8	5	31	27	6
	4%	2%	3%	5%	5%	2%	1%	4%	3%	1%	4%	5%	5%	3%	6%	6%	3%
				ab	ab												
MIXED/ MULTIPLE ETHNIC GROUPS																	
White and Black Caribbean	18	3	4	5	7	2	*	-	1	1	2	5	-	-	5	5	1
	1%	*%	*%	1%	1%	*%	*%	-%	*%	1%	1%	1%	-%	-%	1%	1%	*%
											a						
White and Black African	3	-	-	-	3	-	-	-	-	-	-	-	-	-	2	2	-
	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 83

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
White and Asian	14	1	5	4	4	1	-	-	2	-	3	4	-	-	1	1	2
	*%	*%	1%	*%	*%	*%	-%	-%	*%	-%	3%	1%	-%	-%	*%	*%	1%
											ab						
Any other mixed/ multiple ethnic background	15	1	5	4	5	1	-	-	5	-	-	1	-	3	1	1	2
	*%	*%	1%	*%	1%	*%	-%	-%	1%	-%	-%	*%	-%	2%	*%	*%	1%
														ab			
ASIAN AND BRITISH ASIAN																	
Indian	37	6	8	11	13	4	-	2	5	3	-	7	4	-	7	6	4
	1%	1%	1%	1%	1%	1%	-%	2%	1%	2%	-%	1%	2%	-%	1%	1%	2%
Pakistani	50	11	12	14	13	6	1	3	5	3	3	10	-	5	7	5	3
	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	2%	-%	3%	1%	1%	2%
														b			
Bangladeshi	17	3	3	4	6	2	-	1	2	1	-	3	-	1	3	3	2
	*%	*%	*%	*%	1%	*%	-%	1%	*%	1%	-%	1%	-%	1%	*%	1%	1%
Any other Asian background	33	4	7	7	14	4	*	-	6	1	1	3	1	3	4	2	4
	1%	1%	1%	1%	2%	1%	*%	-%	1%	*%	*%	1%	1%	2%	1%	*%	2%
					a									a			b
BLACK AND BLACK BRITISH																	
Caribbean	21	8	5	5	3	8	-	-	3	-	2	5	-	-	3	2	1
	1%	1%	1%	1%	*%	2%	-%	-%	1%	-%	2%	1%	-%	-%	1%	*%	1%
African	48	15	12	8	13	10	3	2	8	1	2	6	-	2	7	4	5
	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	-%	1%	1%	1%	3%
																	b
Any other black/ African/ Caribbean background	10	3	3	1	3	3	-	-	-	-	3	1	-	-	1	1	1
	*%	*%	*%	*%	*%	1%	-%	-%	-%	-%	2%	*%	-%	-%	*%	*%	1%
											a						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 83

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Other ethnic group	25	5	2	10	8	3	-	2	2	-	-	8	-	2	7	6	2
	1%	1%	*%	1%	1%	1%	-%	1%	*%	-%	-%	2%	-%	1%	1%	1%	1%
TOTAL WHITE	3114	744	818	772	780	481	148	114	560	144	114	489	164	120	482	413	161
	91%	92%	92%	90%	89%	91%	95%	92%	93%	93%	88%	89%	96%	88%	90%	91%	85%
		d	d						c				ac		c	c	
TOTAL MIXED/ MULTIPLE ETHNIC GROUPS	50	5	14	12	19	4	*	-	8	1	5	9	-	3	10	9	5
	1%	1%	2%	1%	2%	1%	*%	-%	1%	1%	4%	2%	-%	2%	2%	2%	3%
			a		a						ab			b			
TOTAL ASIAN/ BRITISH ASIAN	136	24	29	37	46	16	2	6	18	8	4	23	5	9	21	15	13
	4%	3%	3%	4%	5%	3%	1%	5%	3%	5%	3%	4%	3%	7%	4%	3%	7%
					ab			b									b
TOTAL BLACK/ BLACK BRITISH	79	27	19	14	20	21	3	2	11	1	7	12	-	2	11	6	7
	2%	3%	2%	2%	2%	4%	2%	2%	2%	1%	5%	2%	-%	1%	2%	1%	4%
		c									ab	b					b
Refused	26	7	3	8	7	5	2	-	2	2	-	7	1	-	4	3	2
	1%	1%	*%	1%	1%	1%	1%	-%	*%	1%	-%	1%	1%	-%	1%	1%	1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 83

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C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
WHITE																
British	1733	474	672	586	497	572	339	326	817	916	1483	244	1560	67	61	44
	51%	52%	51%	49%	49%	51%	56%	47%	47%	54%	50%	52%	54%	23%	37%	51%
						d	abd			a			bc		b	bc
English	854	154	309	391	274	255	142	182	487	364	722	126	823	15	12	3
	25%	17%	23%	33%	27%	23%	24%	26%	28%	21%	24%	27%	29%	5%	7%	4%
			a	ab	b				b				bcd			
Scottish	232	54	91	87	63	81	36	51	115	116	196	35	34	195	1	1
	7%	6%	7%	7%	6%	7%	6%	7%	7%	7%	7%	8%	1%	65%	1%	1%
														acd		
Welsh	99	21	25	54	26	29	18	26	50	50	73	26	21	-	77	1
	3%	2%	2%	4%	3%	3%	3%	4%	3%	3%	2%	5%	1%	-%	47%	1%
				ab								a			abd	b
Irish	66	12	35	19	19	22	8	15	38	27	49	15	29	2	-	35
	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%	-%	40%
			ac									a				abc
Gypsy, Traveller or Irish Traveller	2	1	-	1	-	1	-	1	-	2	2	-	2	-	-	-
	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	-%
Any other white background	130	55	56	19	45	45	19	20	65	65	119	10	116	9	3	1
	4%	6%	4%	2%	4%	4%	3%	3%	4%	4%	4%	2%	4%	3%	2%	1%
		bc	c		d						b					
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	18	8	8	3	5	6	3	4	5	14	17	1	15	-	3	-
	1%	1%	1%	*%	*%	1%	*%	1%	*%	1%	1%	*%	1%	-%	2%	-%
		c								a					ab	
White and Black African	3	2	1	-	1	1	1	-	2	1	3	-	3	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	-%
		c														

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 83

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C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
White and Asian	14	8	5	-	5	5	1	1	7	5	12	1	14	-	-	-
	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%
		c	c													
Any other mixed/ multiple ethnic background	15	7	6	2	2	7	3	2	2	13	14	1	15	-	*	-
	*%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%	-%	*%	-%
		c								a						
ASIAN AND BRITISH ASIAN																
Indian	37	17	17	4	16	11	3	8	25	13	37	-	36	1	-	-
	1%	2%	1%	*%	2%	1%	*%	1%	1%	1%	1%	-%	1%	*%	-%	-%
		c	c		c				b		b					
Pakistani	50	19	24	6	4	17	7	21	29	20	50	-	42	8	-	-
	1%	2%	2%	1%	*%	2%	1%	3%	2%	1%	2%	-%	1%	3%	-%	-%
		c	c			a	a	abc			b			c		
Bangladeshi	17	9	4	3	3	3	1	10	8	8	16	1	17	-	-	-
	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	1%	-%	-%	-%
		bc						abc								
Any other Asian background	33	13	16	4	11	9	5	9	18	15	32	1	30	1	1	1
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%
		c	c								b					
BLACK AND BLACK BRITISH																
Caribbean	21	6	10	5	3	11	2	5	9	12	21	-	21	-	-	-
	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	-%	1%	-%	-%	-%
						a					b					
African	48	22	24	2	17	19	2	10	24	24	46	2	47	-	*	-
	1%	2%	2%	*%	2%	2%	*%	1%	1%	1%	2%	*%	2%	-%	*%	-%
		c	c		c	c		c			b		b			

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 83

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C5. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Any other black/ African/ Caribbean background	10	6	4	-	1	2	4	2	4	6	10	-	10	-	-	-
	*%	1%	*%	-%	*%	*%	1%	*%	*%	*%	*%	-%	*%	-%	-%	-%
		c	c													
Other ethnic group	25	7	13	5	9	12	1	3	10	15	25	-	22	1	2	-
	1%	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	-%	1%	*%	1%	-%
			c								b					
TOTAL WHITE	3114	771	1188	1155	924	1005	562	621	1572	1539	2645	455	2585	288	156	86
	91%	85%	89%	97%	91%	90%	94%	89%	91%	91%	90%	98%	90%	96%	95%	99%
			a	ab	d		bd					a		a	a	a
TOTAL MIXED/ MULTIPLE ETHNIC GROUPS	50	25	21	4	13	20	8	8	16	33	47	3	46	-	4	-
	1%	3%	2%	*%	1%	2%	1%	1%	1%	2%	2%	1%	2%	-%	2%	-%
		bc	c							a			b		b	
TOTAL ASIAN/ BRITISH ASIAN	136	58	61	17	33	39	16	48	80	56	134	2	125	9	1	1
	4%	6%	5%	1%	3%	4%	3%	7%	5%	3%	5%	*%	4%	3%	1%	1%
		c	c					abc	b		b		c			
TOTAL BLACK/ BLACK BRITISH	79	34	38	7	22	32	8	17	37	42	77	2	79	-	*	-
	2%	4%	3%	1%	2%	3%	1%	2%	2%	2%	3%	*%	3%	-%	*%	-%
		c	c		c						b		bc			
Refused	26	10	9	5	10	8	4	4	13	11	22	4	24	1	1	-
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	-%
		c														

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 84

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C6. (SHOWCARD) Do you support anyone living outside of your home in making decisions about the services they use – such as home phone, mobile phone, internet or TV services? If you help more than one other person living outside of your home, please think of the situation where you provide the MOST help

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
No, I do not	3140	750	806	779	806	485	150	115	544	141	121	487	161	131	494	417	172
	92%	92%	91%	91%	91%	91%	96%	93%	91%	90%	94%	89%	95%	96%	93%	92%	90%
							a						a	a			
I have Power of Attorney for someone and make decisions on their behalf	47	10	18	7	12	7	1	2	11	4	3	6	1	-	6	6	2
	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	3%	1%	1%	0%	1%	1%	1%
			c														
I make decisions on their behalf, and put these decisions into action for them, for example using their online accounts for them	28	3	5	6	14	1	1	-	5	-	-	4	2	-	6	4	6
	1%	1%	1%	1%	2%	1%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%	3%
					ab												b
I make decisions for them and support them to put these decisions into action	40	14	7	10	9	11	*	3	5	2	-	9	1	-	4	4	1
	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	0%	2%	1%	0%	1%	1%	1%
I make decisions for them and leave them to put these decisions into action themselves	16	3	1	7	5	3	-	-	-	1	-	4	3	-	3	3	-
	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	1%	2%	0%	1%	1%	0%
				b						a							
We make decisions together and I put these decisions into action	39	10	11	11	6	9	2	-	9	1	1	11	-	*	3	3	1
	1%	1%	1%	1%	1%	2%	1%	0%	2%	1%	1%	2%	0%	1%	1%	1%	1%
												b					

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

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C6. (SHOWCARD) Do you support anyone living outside of your home in making decisions about the services they use – such as home phone, mobile phone, internet or TV services? If you help more than one other person living outside of your home, please think of the situation where you provide the MOST help

Base : All respondents

	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
We make decisions together, and I support them to put these decisions into action.	45 1%	8 1%	10 1%	15 2%	12 1%	5 1%	* *%	2 2%	6 1%	3 2%	1 1%	12 2%	1 1%	2 2%	9 2%	8 2%	4 2%
We make decisions together, and I leave them to put these decisions into action themselves	35 1%	6 1%	14 2%	7 1%	7 1%	5 1%	1 *%	1 1%	10 2%	1 1%	3 2%	6 1%	* *%	* *%	3 1%	2 *%	3 1%
Other way of supporting someone living outside of your home in making decisions	11 *%	3 *%	3 *%	2 *%	3 *%	2 *%	- -%	1 1%	3 1%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%
Refused	30 1%	4 1%	9 1%	10 1%	6 1%	4 1%	- -%	- -%	6 1%	3 2%	- -%	8 1%	* *%	2 1%	3 1%	3 1%	2 1%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

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C6. (SHOWCARD) Do you support anyone living outside of your home in making decisions about the services they use – such as home phone, mobile phone, internet or TV services? If you help more than one other person living outside of your home, please think of the situation where you provide the MOST help

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
No, I do not	3140	808	1215	1115	892	1033	556	657	1562	1572	2703	426	2629	278	151	82
	92%	89%	91%	93%	88%	93%	93%	94%	90%	93%	92%	91%	91%	93%	92%	95%
I have Power of Attorney for someone and make decisions on their behalf	47	7	20	21	28	11	4	4	33	13	40	7	37	8	1	*
	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%
				a	bcd				b					ac		
I make decisions on their behalf, and put these decisions into action for them, for example using their online accounts for them	28	12	11	5	12	6	5	5	13	15	24	3	23	2	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
				c												
I make decisions for them and support them to put these decisions into action	40	13	17	9	20	10	5	4	22	18	33	6	33	4	2	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
					bcd											
I make decisions for them and leave them to put these decisions into action themselves	16	4	12	1	5	6	4	2	7	10	15	1	15	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%
				c	c											
We make decisions together and I put these decisions into action	39	15	14	10	16	16	4	3	22	17	30	9	34	1	4	-
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-%
					d	d										

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 84

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C6. (SHOWCARD) Do you support anyone living outside of your home in making decisions about the services they use – such as home phone, mobile phone, internet or TV services? If you help more than one other person living outside of your home, please think of the situation where you provide the MOST help

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Significance Level: 95%																
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
We make decisions together, and I support them to put these decisions into action.	45 1%	13 1%	20 1%	12 1%	14 1%	13 1%	9 2%	9 1%	26 2%	19 1%	38 1%	7 1%	41 1%	2 1%	1 1%	* 1%
We make decisions together, and I leave them to put these decisions into action themselves	35 1%	15 2%	13 1%	6 1%	10 1%	10 1%	7 1%	7 1%	21 1%	13 1%	31 1%	2 *%	32 1%	2 1%	1 *%	- -%
Other way of supporting someone living outside of your home in making decisions	11 *%	3 *%	3 *%	5 *%	5 *%	4 *%	1 *%	- -%	6 *%	5 *%	9 *%	2 *%	10 *%	- -%	1 1%	- -%
Refused	30 1%	15 2%	5 *%	9 1%	8 1%	7 1%	5 1%	9 1%	17 1%	14 1%	27 1%	4 1%	26 1%	1 *%	- -%	4 4%
		bc			d	d										abc

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 85

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C7. (SHOWCARD) Which of the following best describes you?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
In full time employment	1486	359	434	330	363	256	61	42	312	74	47	222	69	39	252	224	68
	43%	44%	49%	39%	41%	48%	39%	34%	52%	47%	37%	41%	41%	29%	47%	50%	35%
		c	acd			bc			c			c	c		c	c	
In part time employment	519	118	136	122	144	78	17	23	89	24	23	84	16	22	88	76	30
	15%	15%	15%	14%	16%	15%	11%	18%	15%	15%	18%	15%	10%	16%	16%	17%	16%
								b				b					
Unemployed	201	35	45	54	67	19	10	6	28	10	7	36	7	11	31	27	11
	6%	4%	5%	6%	8%	4%	6%	5%	5%	6%	5%	7%	4%	8%	6%	6%	6%
				a	ab												
A student	128	13	15	22	77	11	2	-	9	2	4	19	2	1	52	33	26
	4%	2%	2%	3%	9%	2%	1%	-%	2%	2%	3%	3%	1%	1%	10%	7%	14%
				abc													b
Full- time responsibility for home/ family	261	67	66	70	59	48	9	10	42	12	12	43	17	10	36	30	13
	8%	8%	7%	8%	7%	9%	6%	8%	7%	7%	9%	8%	10%	7%	7%	7%	7%
Retired	721	196	162	224	139	104	53	39	99	30	32	126	54	44	59	47	33
	21%	24%	18%	26%	16%	20%	34%	31%	17%	19%	25%	23%	32%	33%	11%	10%	17%
		bd		bd			a	a			a		a	a			ab
Other	103	23	23	29	28	14	4	4	17	4	3	18	5	7	15	13	7
	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	5%	3%	3%	4%
Refused	11	*	4	2	5	-	-	*	3	-	1	*	-	2	1	1	3
	*%	*%	*%	*%	1%	-%	-%	*%	1%	-%	*%	*%	-%	1%	*%	*%	2%
					a									a			ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 85

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C7. (SHOWCARD) Which of the following best describes you?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
In full time employment	1486	471	778	235	513	551	281	140	943	538	1289	189	1247	133	62	43
	43%	52%	58%	20%	51%	49%	47%	20%	55%	32%	44%	40%	43%	44%	38%	50%
		c	ac		d	d	d		b							c
In part time employment	519	143	244	132	139	167	116	97	128	391	442	72	448	39	21	11
	15%	16%	18%	11%	14%	15%	19%	14%	7%	23%	15%	15%	16%	13%	13%	13%
		c	c				abd			a						
Unemployed	201	83	76	42	16	27	20	138	101	100	185	17	163	27	7	4
	6%	9%	6%	4%	2%	2%	3%	20%	6%	6%	6%	4%	6%	9%	4%	5%
		bc	c				a	abc			b			ac		
A student	128	118	9	*	26	77	15	8	53	74	119	9	105	16	3	3
	4%	13%	1%	*%	3%	7%	3%	1%	3%	4%	4%	2%	4%	5%	2%	4%
		bc	c		d	acd	d			a	b					
Full- time responsibility for home/ family	261	75	137	49	40	66	63	92	25	236	225	36	228	15	14	4
	8%	8%	10%	4%	4%	6%	11%	13%	1%	14%	8%	8%	8%	5%	8%	5%
		c	c			a	ab	ab		a						
Retired	721	-	25	696	262	190	98	171	427	295	596	125	590	62	51	19
	21%	-%	2%	58%	26%	17%	16%	24%	25%	17%	20%	27%	20%	21%	31%	22%
			a	ab	bc			bc	b			a			ab	
Other	103	10	55	38	14	32	7	50	48	55	85	18	90	6	6	1
	3%	1%	4%	3%	1%	3%	1%	7%	3%	3%	3%	4%	3%	2%	4%	1%
			a	a		ac		abc								
Refused	11	4	5	1	*	5	-	3	3	6	9	1	9	1	-	*
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	1%
						a		a								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 86

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C8. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
1-2	1862	426	446	564	427	259	93	74	293	83	70	359	121	84	226	187	103
	54%	53%	50%	66%	48%	49%	60%	60%	49%	53%	54%	66%	71%	61%	42%	41%	54%
				abd			a	a									ab
3-4	1267	320	353	235	359	223	55	43	248	58	46	156	38	41	244	207	71
	37%	40%	40%	28%	41%	42%	35%	34%	41%	37%	36%	28%	22%	30%	46%	46%	37%
		c	c		c										c	c	
5 OR MORE	299	64	86	53	95	49	8	7	60	14	12	30	12	11	64	58	17
	9%	8%	10%	6%	11%	9%	5%	6%	10%	9%	10%	6%	7%	8%	12%	13%	9%
			c		ac												
REFUSED	3	1	-	2	*	1	-	-	-	-	-	2	-	-	-	-	-
	*%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 86

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C8. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
1-2	1862	348	514	997	573	617	259	412	998	862	1573	284	1516	200	102	44
	54%	39%	39%	84%	57%	55%	43%	59%	58%	51%	53%	61%	53%	67%	62%	51%
				ab	c	c		c	b			a		ad	a	
3-4	1267	442	647	178	353	409	276	226	584	679	1102	159	1095	86	50	36
	37%	49%	49%	15%	35%	37%	46%	32%	34%	40%	37%	34%	38%	29%	31%	41%
		c	c		d	abd			a				bc		b	
5 OR MORE	299	112	169	18	85	90	65	59	146	153	273	23	267	13	11	7
	9%	12%	13%	1%	8%	8%	11%	8%	8%	9%	9%	5%	9%	4%	7%	8%
		c	c				b				b		b			
REFUSED	3	3	*	-	-	-	-	3	-	3	1	1	3	-	-	-
	*%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	-%	-%
		c					ab									

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 87

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C9. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
NONE	2015	467	491	554	504	293	102	71	318	99	74	356	112	85	290	242	112
	59%	58%	55%	65%	57%	55%	66%	57%	53%	64%	58%	65%	66%	63%	54%	54%	59%
				abd			a			a							
1-2	994	248	297	181	269	180	39	29	219	43	35	120	33	29	182	156	57
	29%	31%	34%	21%	30%	34%	25%	23%	37%	27%	27%	22%	19%	21%	34%	34%	30%
		c	c		c	bc			bc								
3-4	176	45	50	39	43	35	4	6	35	7	7	24	9	6	33	29	8
	5%	6%	6%	5%	5%	7%	2%	5%	6%	5%	6%	4%	5%	4%	6%	6%	4%
						b											
5 OR MORE	14	2	5	1	6	-	2	-	3	1	1	1	-	-	4	4	-
	*%	*%	1%	*%	1%	-%	2%	-%	*%	1%	1%	*%	-%	-%	1%	1%	-%
					c		a										
REFUSED	232	49	43	80	60	23	8	18	26	6	12	48	16	16	27	22	14
	7%	6%	5%	9%	7%	4%	5%	14%	4%	4%	9%	9%	10%	12%	5%	5%	8%
				abd				ab			ab						

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 87

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C9. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
NONE	2015	458	569	986	637	645	327	405	1114	896	1728	282	1681	183	102	49
	59%	51%	43%	83%	63%	58%	54%	58%	64%	53%	59%	60%	58%	61%	62%	56%
		b		ab	bcd				b							
1-2	994	360	583	51	286	341	198	167	426	566	863	123	865	68	37	25
	29%	40%	44%	4%	28%	31%	33%	24%	25%	33%	29%	26%	30%	23%	23%	29%
		c	c		d	d	ad			a			bc			
3-4	176	53	121	3	46	53	30	47	75	102	156	20	151	10	11	4
	5%	6%	9%	*%	5%	5%	5%	7%	4%	6%	5%	4%	5%	3%	7%	5%
		c	ac					ab		a					b	
5 OR MORE	14	7	6	-	2	1	7	4	4	10	12	2	9	1	1	3
	*%	1%	*%	-%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	1%	3%
		c	c				ab	b								ab
REFUSED	232	26	52	154	39	77	38	77	110	122	191	40	175	38	13	6
	7%	3%	4%	13%	4%	7%	6%	11%	6%	7%	6%	9%	6%	13%	8%	7%
				ab		a	a	abc						a		

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 88

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C10. ANY OTHER WORKING ADULTS IN THE HOUSEHOLD

Base : Those who are not working and who live in 2+ person household

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	~b	~c	a	~b	~c	a	~b	~c	a	b	c
Unweighted total	1471	349	327	374	421	223	82	44	217	54	56	235	76	63	197	143	112
Effective Weighted Sample	1216	299	278	315	325	188	73	38	186	45	48	192	67	56	150	110	93
Total	1104	269	254	287	293	169	64	36	164	44	46	176	62	49	163	127	72
Yes, somebody in the household is working	527	134	114	116	162	91	**	**	72	**	**	80	**	**	103	78	44
	48%	50%	45%	41%	55%	54%	**	**	44%	**	**	46%	**	**	63%	61%	61%
		c		bc													
No members of the household are working	555	128	135	168	124	75	**	**	90	**	**	94	**	**	60	50	25
	50%	48%	53%	58%	42%	44%	**	**	55%	**	**	54%	**	**	37%	39%	34%
			d	ad													
Refused	22	7	5	3	7	4	**	**	2	**	**	1	**	**	-	-	4
	2%	3%	2%	1%	2%	2%	**	**	1%	**	**	1%	**	**	-%	-%	5%
																	ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 88

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C10. ANY OTHER WORKING ADULTS IN THE HOUSEHOLD

Base : Those who are not working and who live in 2+ person household

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1471	294	310	865	430	342	222	473	638	831	1241	229	1239	110	89	33
Effective Weighted Sample	1216	239	250	754	365	288	179	396	535	680	1021	196	1023	92	79	24
Total	1104	266	245	592	306	297	180	318	499	603	938	164	925	86	66	27
Yes, somebody in the household is working	527	180	162	185	134	174	126	93	188	339	461	66	449	41	**	**
	48%	68%	66%	31%	44%	59%	70%	29%	38%	56%	49%	40%	49%	47%	**	**
		c	c		d	ad	abd			a	b					
No members of the household are working	555	79	77	398	167	120	53	214	300	255	459	95	458	44	**	**
	50%	30%	32%	67%	55%	40%	29%	67%	60%	42%	49%	58%	49%	51%	**	**
			ab		bc	c		abc	b		a					
Refused	22	6	6	9	5	3	1	10	11	9	19	3	18	2	**	**
	2%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%	**	**
								bc								

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 89

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C11. (SHOWCARD) Which of these options best describes how you feel about your ability to use maths in your day-to-day life?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRCT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL	
		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																		
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Very confident	(4.0)	1860	441	503	459	458	296	86	60	343	91	68	293	98	68	284	233	117
		54%	54%	57%	54%	52%	56%	55%	48%	57%	59%	53%	53%	58%	50%	53%	52%	61%
				d													ab	
Fairly confident	(3.0)	1256	298	311	306	341	192	61	45	216	52	43	198	58	51	202	177	62
		37%	37%	35%	36%	39%	36%	39%	36%	36%	33%	34%	36%	34%	37%	38%	39%	33%
TOTAL CONFIDENT		3116	739	813	765	798	488	147	105	559	143	111	491	156	118	486	410	179
		91%	91%	92%	90%	91%	92%	94%	84%	93%	92%	86%	90%	92%	87%	91%	91%	94%
							c	c		c								
Not very confident	(2.0)	227	54	53	58	62	28	9	17	32	9	12	38	11	9	39	36	5
		7%	7%	6%	7%	7%	5%	6%	14%	5%	6%	9%	7%	6%	7%	7%	8%	2%
									ab							c	c	
Not at all confident	(1.0)	69	13	14	28	14	13	-	-	10	*	4	18	4	6	7	5	3
		2%	2%	2%	3%	2%	3%	-	-	2%	*	3%	3%	2%	4%	1%	1%	1%
					abd		b			2%	*	b	3%	2%	4%	1%	1%	1%
TOTAL NOT CONFIDENT		296	68	67	86	76	41	9	17	42	9	16	56	14	15	46	41	8
		9%	8%	8%	10%	9%	8%	6%	14%	7%	6%	12%	10%	8%	11%	9%	9%	4%
					b				ab			ab			c	c		
Don't know		14	4	5	2	4	1	-	2	-	3	2	*	-	2	2	1	2
		1%	1%	1%	1%	1%	1%	0%	2%	0%	2%	1%	1%	0%	1%	1%	1%	1%
								a	a		a	a	*	-	a	*	*	
Refused		4	1	-	1	3	1	-	-	-	-	-	-	-	1	-	-	3
		1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
																		ab
Mean score	3.44	3.45	3.48	3.41	3.42	3.46	3.49	3.35	3.49	3.53	3.38	3.40	3.47	3.35	3.43	3.41	3.57	
			c							c							ab	
Standard error	.01	.02	.02	.02	.02	.03	.04	.06	.03	.05	.07	.03	.05	.06	.03	.03	.04	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 89

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C11. (SHOWCARD) Which of these options best describes how you feel about your ability to use maths in your day-to-day life?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Very confident	(4.0)	1860	423	733	702	668	596	308	287	1063	795	1577	275	1562	148	92	58
		54%	47%	55%	59%	66%	53%	51%	41%	61%	47%	53%	59%	54%	49%	56%	67%
			a	ab	bcd	d	d		b		a					ab	
Fairly confident	(3.0)	1256	363	493	399	292	417	251	295	557	696	1098	151	1063	113	55	25
		37%	40%	37%	33%	29%	37%	42%	42%	32%	41%	37%	32%	37%	38%	34%	28%
			c	c		a	a	ab		a		b					
TOTAL CONFIDENT		3116	786	1226	1101	960	1013	559	582	1620	1490	2676	426	2625	261	147	83
		91%	87%	92%	92%	95%	91%	93%	83%	94%	88%	91%	91%	91%	87%	89%	96%
				a	a	bd	d	d		b				b		b	
Not very confident	(2.0)	227	85	76	66	36	72	30	90	74	153	197	29	187	25	12	3
		7%	9%	6%	6%	4%	6%	5%	13%	4%	9%	7%	6%	7%	8%	7%	3%
			bc			a		abc		a							
Not at all confident	(1.0)	69	25	22	22	10	28	10	20	26	43	62	7	51	12	5	1
		2%	3%	2%	2%	1%	3%	2%	3%	2%	3%	2%	2%	2%	4%	3%	1%
						a		a		a				a			
TOTAL NOT CONFIDENT		296	110	98	88	46	100	39	111	100	196	259	37	238	37	17	4
		9%	12%	7%	7%	5%	9%	7%	16%	6%	12%	9%	8%	8%	12%	11%	4%
			bc			a		abc		a				ad			
Don't know		14	5	5	4	2	3	3	6	6	8	12	2	14	1	-	-
		*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	-%	-%
									a								
Refused		4	3	1	-	2	-	-	1	2	1	3	1	3	1	-	-
		*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%
			c														
Mean score		3.44	3.32	3.46	3.50	3.61	3.42	3.43	3.23	3.54	3.33	3.43	3.50	3.44	3.33	3.42	3.62
				a	a	bcd	d	d		b		a		b		abc	
Standard error		.01	.02	.02	.02	.02	.02	.03	.02	.01	.02	.01	.03	.01	.04	.05	.06

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 90

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
C12. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write?

Base : All respondents

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE			
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT	OUT OF CONTRACT	DON'T KNOW	IN CONTRACT TOTAL	IN CONTRACT WITH HANDSET	SIM-ONLY TOTAL	
Significance Level: 95%		a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292	
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248	
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191	
Very confident	(4.0)	2787 81%	661 82%	729 82%	697 82%	699 79%	439 83%	129 83%	92 74%	487 81%	134 86%	108 84%	449 82%	146 86%	102 75%	437 82%	365 81%	164 86%
Fairly confident	(3.0)	561 16%	129 16%	144 16%	135 16%	153 17%	78 15%	23 15%	28 22%	104 17%	21 13%	19 15%	86 16%	18 11%	30 22%	84 16%	76 17%	22 12%
TOTAL CONFIDENT		3348 98%	790 97%	873 99%	832 98%	853 97%	517 97%	153 98%	120 97%	591 98%	155 99%	127 99%	535 98%	165 97%	132 97%	522 98%	440 97%	186 98%
Not very confident	(2.0)	57 2%	14 2%	9 1%	15 2%	19 2%	8 2%	3 2%	2 2%	7 1%	1 1%	1 1%	11 2%	4 2%	1 *%	9 2%	8 2%	2 1%
Not at all confident	(1.0)	14 *%	3 *%	3 *%	2 *%	6 1%	3 1%	- -%	- -%	3 *%	- -%	- -%	1 *%	2 1%	- -%	3 1%	3 1%	- -%
TOTAL NOT CONFIDENT		71 2%	17 2%	11 1%	18 2%	25 3%	11 2%	3 2%	2 2%	9 2%	1 1%	1 1%	12 2%	5 3%	1 *%	12 2%	11 3%	2 1%
Don't know		7 *%	4 *%	1 *%	2 *%	- -%	2 *%	- -%	2 1%	- -%	- -%	1 1%	- -%	- -%	2 2%	- -%	- -%	- -%
Refused		4 *%	1 *%	- -%	1 *%	3 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	3 1%
Mean score	3.79	3.80	3.81	3.80	3.76	3.80	3.81	3.74	3.79	3.85	3.83	3.80	3.82	3.76	3.79	3.77	3.86	
Standard error	.01	.02	.01	.01	.02	.02	.03	.04	.02	.03	.03	.02	.04	.04	.02	.02	.02	

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 90

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.
C12. (SHOWCARD) Which of these options best describes how you feel about your ability to read and write?

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION				
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND	
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d	
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100	
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81	
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87	
Very confident	(4.0)	2787	683	1083	1018	899	944	474	469	1401	1381	2378	397	2343	234	133	77
		81%	76%	81%	85%	89%	85%	79%	67%	81%	81%	81%	85%	81%	78%	81%	88%
				a	ab	bcd	cd	d				a				b	
Fairly confident	(3.0)	561	194	212	155	104	160	108	189	278	284	494	66	462	62	27	10
		16%	21%	16%	13%	10%	14%	18%	27%	16%	17%	17%	14%	16%	21%	16%	12%
			bc	c		a	ab	abc						ad			
TOTAL CONFIDENT		3348	877	1295	1173	1003	1104	582	657	1679	1664	2872	463	2806	296	160	87
		98%	97%	97%	98%	99%	99%	97%	94%	97%	98%	97%	99%	97%	99%	98%	100%
				a	cd	cd	d				a	a					
Not very confident	(2.0)	57	20	23	14	4	9	15	29	32	25	56	1	52	3	1	-
		2%	2%	2%	1%	*%	1%	2%	4%	2%	1%	2%	*%	2%	1%	1%	-%
			c					ab	ab			b					
Not at all confident	(1.0)	14	3	9	2	2	3	3	7	12	2	13	1	12	-	3	-
		*%	*%	1%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	-%	2%	-%
				c					ab	b					ab		
TOTAL NOT CONFIDENT		71	22	33	16	6	12	18	36	43	28	69	2	64	3	4	-
		2%	2%	2%	1%	1%	1%	3%	5%	3%	2%	2%	*%	2%	1%	2%	-%
			c	c				ab	abc	b		b					
Don't know		7	2	1	3	2	-	1	4	5	2	7	-	7	-	-	-
		*%	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	-%	*%	-%	-%	-%
								b									
Refused		4	3	1	1	-	-	-	2	1	1	3	1	3	1	-	-
		*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%
								a									
Mean score		3.79	3.73	3.78	3.84	3.88	3.83	3.76	3.61	3.78	3.80	3.78	3.85	3.79	3.77	3.77	3.88
				a	ab	bcd	cd	d					a				b
Standard error		.01	.02	.01	.01	.01	.01	.02	.02	.01	.01	.01	.02	.01	.02	.04	.03

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 91

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

	SERVICE					PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
	Total	STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
	a	b	c	d	a	b	c	a	b	c	a	b	c	a	b	c	
Significance Level: 95%																	
Unweighted total	4142	946	1021	1039	1136	618	182	146	698	179	144	683	199	157	586	456	292
Effective Weighted Sample	3414	794	863	875	883	515	154	126	594	149	121	563	175	137	462	368	248
Total	3431	811	885	854	881	531	156	124	600	156	129	548	170	136	534	452	191
Up to £199 - Up to £10,399	212 6%	32 4%	40 5%	70 8%	71 8%	20 4%	5 3%	7 6%	24 4%	11 7%	5 4%	47 9%	12 7%	11 8%	33 6%	29 6%	11 6%
From £200 to £299 - From £10,400 to £15,599	304 9%	59 7%	71 8%	96 11%	78 9%	37 7%	14 9%	7 6%	46 8%	16 10%	10 7%	64 12%	21 12%	11 8%	42 8%	33 7%	25 13%
From £300 to £499 - From £15,600 to £25,999	469 14%	98 12%	130 15%	117 14%	123 14%	68 13%	17 11%	13 10%	97 16%	22 14%	11 9%	73 13%	25 15%	19 14%	76 14%	64 14%	23 12%
From £500 to £699 - From £26,000 to £36,399	542 16%	122 15%	150 17%	147 17%	123 14%	70 13%	32 20%	21 17%	106 18%	28 18%	16 13%	95 17%	32 19%	19 14%	81 15%	69 15%	29 15%
From £700 to £999 - From £36,400 to £51,999	529 15%	144 18%	142 16%	118 14%	126 14%	101 19%	33 21%	10 8%	102 17%	21 13%	19 15%	93 17%	15 9%	10 7%	87 16%	76 17%	30 16%
£1,000 and above - £52,000 and above	469 14%	149 18%	135 15%	91 11%	95 11%	110 21%	24 16%	15 12%	85 14%	31 20%	19 14%	53 10%	23 13%	15 11%	69 13%	56 12%	25 13%
Don't know	296 9%	66 8%	68 8%	57 7%	105 12%	38 7%	9 6%	19 15%	43 7%	7 4%	17 14%	27 5%	12 7%	17 13%	58 11%	47 10%	21 11%
Refused	609 18%	142 18%	149 17%	159 19%	159 18%	87 16%	23 15%	32 26%	96 16%	21 13%	32 25%	95 17%	30 18%	34 25%	87 16%	77 17%	27 14%

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 91

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

C13. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	c	d
Unweighted total	4142	934	1509	1695	1274	1191	673	999	1964	2173	3539	586	3493	352	197	100
Effective Weighted Sample	3414	785	1233	1470	1041	1006	560	842	1635	1787	2911	491	2864	300	170	81
Total	3431	904	1330	1193	1010	1116	600	700	1728	1696	2950	466	2880	300	164	87
Up to £199 - Up to £10,399	212 6%	67 7%	81 6%	64 5%	14 1%	47 4%	14 2%	139 20%	92 5%	121 7%	192 7%	20 4%	182 6%	22 7%	8 5%	* *%
		c				ac		abc		a	b		d	d	d	
From £200 to £299 - From £10,400 to £15,599	304 9%	76 8%	84 6%	144 12%	25 3%	81 7%	66 11%	132 19%	140 8%	164 10%	249 8%	53 11%	254 9%	29 10%	14 9%	6 7%
				ab		a	ab	abc				a				
From £300 to £499 - From £15,600 to £25,999	469 14%	138 15%	153 11%	178 15%	77 8%	168 15%	100 17%	124 18%	241 14%	228 13%	406 14%	62 13%	392 14%	40 13%	25 15%	12 14%
		b		b		a	a	a								
From £500 to £699 - From £26,000 to £36,399	542 16%	155 17%	218 16%	167 14%	142 14%	203 18%	123 21%	74 11%	279 16%	261 15%	476 16%	64 14%	473 16%	42 14%	20 12%	7 8%
		c			d	ad	ad						d			
From £700 to £999 - From £36,400 to £51,999	529 15%	147 16%	241 18%	141 12%	221 22%	200 18%	82 14%	24 3%	279 16%	246 15%	455 15%	69 15%	454 16%	44 15%	21 13%	9 11%
		c	c		bcd	cd	d									
£1,000 and above - £52,000 and above	469 14%	90 10%	244 18%	135 11%	310 31%	113 10%	31 5%	15 2%	291 17%	178 11%	395 13%	71 15%	412 14%	35 12%	16 10%	6 7%
			ac		bcd	cd	d		b				d			
Don't know	296 9%	112 12%	96 7%	87 7%	48 5%	105 9%	60 10%	82 12%	107 6%	189 11%	260 9%	35 8%	249 9%	22 7%	13 8%	12 14%
		bc				a	a	a		a						b
Refused	609 18%	119 13%	212 16%	277 23%	173 17%	199 18%	125 21%	111 16%	300 17%	309 18%	516 18%	92 20%	463 16%	65 22%	47 29%	34 39%
				ab			ad							a	a	ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 92

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

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

	Total	SERVICE				PAY TV			TRIPLE PLAY			DUAL PLAY			MOBILE		
		STAND-ALONE PAY TV	TRIPLE PLAY	DUAL PLAY	MOBILE PHONE	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT	OUT OF CONTRACT	DON'T KNOW	IN CON-TRACT TOTAL	IN CON-TRACT WITH HANDSET	SIM-ONLY TOTAL
Significance Level: 95%		a	b	c	d	a	b	~c	a	b	~c	a	b	~c	a	b	c
Unweighted total	2471	579	643	609	640	407	107	65	456	122	65	426	109	74	361	273	180
Effective Weighted Sample	1996	481	536	500	481	337	90	54	382	100	55	343	94	64	279	220	149
Total	2115	511	581	500	523	356	98	57	403	112	66	337	94	69	345	292	116
Most Financially Vulnerable	446	83	113	121	129	62	10	**	72	28	**	77	21	**	67	56	25
	21%	16%	19%	24%	25%	17%	10%	**	18%	25%	**	23%	22%	**	19%	19%	21%
				ab	ab												
Potentially Financially Vulnerable	907	209	251	210	238	134	48	**	190	39	**	149	39	**	176	152	46
	43%	41%	43%	42%	45%	38%	49%	**	47%	35%	**	44%	42%	**	51%	52%	40%
							a		b						c	c	
Least Financially Vulnerable	762	219	218	169	157	159	40	**	141	45	**	111	34	**	102	83	45
	36%	43%	37%	34%	30%	45%	41%	**	35%	40%	**	33%	36%	**	30%	28%	39%
		cd	d														ab

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

CONSUMER ENGAGEMENT QUANTITATIVE RESEARCH. JANUARY TO APRIL 2018.

Table 92

Any break columns with a base lower than 100 have been removed. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

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

	Total	AGE			SOCIAL GRADE				GENDER		URBANITY		NATION			
		16-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	URBAN	RURAL	ENGLAND	SCOT- LAND	WALES	NORTHRN IRELAND
Significance Level: 95%		a	b	c	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2471	654	1088	727	839	703	406	523	1206	1262	2127	327	2135	197	99	40
Effective Weighted Sample	1996	541	874	607	676	579	331	433	984	1017	1715	268	1718	164	85	30
Total	2115	636	953	524	688	687	363	377	1094	1016	1833	268	1827	171	86	32
Most Financially Vulnerable	446	156	206	83	39	121	72	214	195	251	401	44	379	45	**	**
	21%	25%	22%	16%	6%	18%	20%	57%	18%	25%	22%	16%	21%	26%	**	**
		c	c			a	a	abc		a	b					
Potentially Financially Vulnerable	907	319	406	183	200	343	227	138	433	471	785	115	793	57	**	**
	43%	50%	43%	35%	29%	50%	62%	37%	40%	46%	43%	43%	43%	34%	**	**
		bc	c			ad	abd	a		a			b			
Least Financially Vulnerable	762	161	340	258	449	223	64	25	466	294	647	109	654	69	**	**
	36%	25%	36%	49%	65%	32%	18%	7%	43%	29%	35%	41%	36%	40%	**	**
			a	ab	bcd	cd	d		b							

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