

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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Base : Those with a mobile phone, where the bill is paid within the household	
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Base : Those with a mobile phone, where the bill is paid within the household	
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by MOBILE CROSS-BREAKS	
Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market	
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by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
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by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	



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by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
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by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
QM26. How confident are you about understanding how much mobile data (i.e. 3G or 4G) you use each month? Please only think about what you use, not the amount that is available to you in your package? .....	402
by MOBILE TRUST	
Base : Those with a mobile phone, where the bill is paid within the household	
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by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those responsible for the household fixed broadband service	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
Q12h. Thinking specifically about receiving a discount for your fixed broadband service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you? .....	430
by BROADBAND CROSS-BREAKS	
Base : Those who have received a discount for their fixed broadband service in the last 12 months	
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by BROADBAND CROSS-BREAKS	
Base : Those who have received a discount for their fixed broadband service in the last 12 months	
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by BROADBAND CROSS-BREAKS	
Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months	
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by BROADBAND CROSS-BREAKS	
Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months	

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by BROADBAND CROSS-BREAKS	
Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months	
Q12m. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made? .....	445
by BROADBAND CROSS-BREAKS	
Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months	
ANY CHANGES TO FIXED BROADBAND SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER.....	448
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
NQ17a. Did you make this change of provider for your fixed broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently.....	473
by BROADBAND CROSS-BREAKS	
Base : Those who have ever changed their internet service provider	
NQ17c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?.....	476
by BROADBAND CROSS-BREAKS	
Base : Those who have changed their internet service provider in the last 12 months	
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by BROADBAND CROSS-BREAKS	
Base : Those who have changed their internet service provider in the last 12 months	
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by BROADBAND CROSS-BREAKS	
Base : Those who received other services from their previous internet service provider at the time they switched	
INCIDENCE OF FIXED BROADBAND SERVICE SWITCHING OPTIONS.....	488
by BROADBAND CROSS-BREAKS	

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Base : Those who have changed their internet service provider in the last 12 months	
Q17a. And was your previous internet service... by BROADBAND CROSS-BREAKS	491
Base : Those who have changed their internet service provider in the last 12 months	
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Base : Those with fixed broadband access, where the bill is paid within the household	
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Base : Those with fixed broadband access, where the bill is paid within the household	
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Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time by BROADBAND CROSS-BREAKS	501
Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household	
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Base : Those who have never changed their internet service provider	
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Base : Those with fixed broadband access, where the bill is paid within the household	
Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider? by BROADBAND CROSS-BREAKS	510
Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment	
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Base : Those who have considered changing their internet service provider in the last 12 months	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR by BROADBAND CROSS-BREAKS	519
Base : Those with fixed broadband access, where the bill is paid within the household	
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Base : Those with fixed broadband access, where the bill is paid within the household	
FIXED BROADBAND - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS by BROADBAND CROSS-BREAKS	525
Base : Those with fixed broadband access, where the bill is paid within the household	
FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS by BROADBAND CROSS-BREAKS	528
Base : Those with fixed broadband access, where the bill is paid within the household	

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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those who have changed their internet service provider in the last 12 months	
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by BROADBAND CROSS-BREAKS	
Base : Those who have considered changing their internet service provider in the last 12 months	
QI19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (FIXED BROADBAND PROVIDER)? They are the best internet service provider on the market. IF NECESSARY - Do you.....	540
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
QI9d. Why are you not interested in changing the company that provides your fixed broadband service? .....	543
by BROADBAND CROSS-BREAKS	
Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market	
QI22. How easy or difficult do you think it is to make COST comparisons between different home internet service providers? .....	559
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
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by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
QI26. Do you know the average speed of your broadband connection? .....	565
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
QI27. How much choice do you think you have in terms of alternative broadband providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.....	568
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
QI28. To what extent do you trust your broadband provider to ensure you are on the best deal for your needs? .....	571
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household	
QT1. I'd like to talk with you about your television service - so the service that provides additional channels that you pay to receive. Firstly, can I check who pays the bills for your TV service, is it.....	574
by TV CROSS-BREAKS	
Base : Those responsible for the household Pay TV service	
QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set? .....	577
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?.....	583
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	586
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	

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QT2g. Have you or has (TV SERVICE PROVIDER) made any of these changes to your television service in the last 12 months? .....	590
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER .....	593
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER .....	596
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT2h. Thinking specifically about receiving a discount for your television service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you? .....	599
by TV CROSS-BREAKS	
Base : Those who have received a discount for their television service in the last 12 months	
QT2i. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made? .....	602
by TV CROSS-BREAKS	
Base : Those who have received a discount for their television service in the last 12 months	
QT2j. Thinking specifically about adding extra or improved services for your television service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?.....	605
by TV CROSS-BREAKS	
Base : Those who have added extra or improved services for their television service in the last 12 months	
QT2k. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made? .....	608
by TV CROSS-BREAKS	
Base : Those who have added extra or improved services for their television service in the last 12 months	
QT2l. Thinking specifically about reducing or downgrading services for your television service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?.....	611
by TV CROSS-BREAKS	
Base : Those who have reduced or downgraded services for their television service in the last 12 months	
QT2m. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made? .....	614
by TV CROSS-BREAKS	
Base : Those who have reduced or downgraded services for their television service in the last 12 months	
ANY CHANGES TO TELEVISION SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER .....	617
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT3. How long has (TV SERVICE PROVIDER) been providing your home television service? .....	620
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are.....	624
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are.....	628
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are.....	632
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household	

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QT7. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Thinking just about your TV service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change provider for your TV service? .....	636
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently .....	639
by TV CROSS-BREAKS	
Base : Those who have ever changed TV service provider	
NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)? .....	642
by TV CROSS-BREAKS	
Base : Those who have changed their TV service provider in the last 12 months	
NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)? .....	645
by TV CROSS-BREAKS	
Base : Those who have changed their TV service provider in the last 12 months	
NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services? .....	648
by TV CROSS-BREAKS	
Base : Those who received other services from their previous TV service provider at the time they switched	
INCIDENCE OF TV SERVICE SWITCHING OPTIONS .....	651
by TV CROSS-BREAKS	
Base : Those who have changed their TV service provider in the last 12 months	
QT7a. And was your previous MAIN television service .....	654
by TV CROSS-BREAKS	
Base : Those who have changed their TV service provider in the last 12 months	
QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	659
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	662
by SWITCHED LAST 2 YEARS WITHOUT MOVING	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	663
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household	
QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	666
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household	
QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time. ....	669
by TV CROSS-BREAKS	
Base : Those who have never changed TV service provider	
QT8. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Again, thinking just about your TV service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your	

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television service? Are you.....	672
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing provider for your TV service?.....	675
by TV CROSS-BREAKS	
Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment	
QT9b. And did you actively START LOOKING for an alternative TV service provider? .....	680
by TV CROSS-BREAKS	
Base : Those who have considered changing their TV service provider in the last 12 months	
TV SERVICE - SUMMARY OF BEHAVIOUR.....	683
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	686
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
TV SERVICE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS .....	689
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS.....	692
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS.....	695
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
TV SERVICE - SUMMARY OF BEHAVIOUR.....	698
by TV CROSS-BREAKS	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT32. Which of the following best describes how you feel about your decision to switch TV service provider? Would you say you are.....	701
by TV CROSS-BREAKS	
Base : Those who have changed their TV service provider in the last 12 months	
QT39. Which of the following best describes how you feel about your decision NOT to switch TV service provider? Would you say you are.....	704
by TV CROSS-BREAKS	
Base : Those who have considered changing their TV service provider in the last 12 months	
QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best TV service provider on the market. IF NECESSARY - Do you.....	707
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT9d. Why are you not interested in changing the company that provides your television service?.....	710
by TV CROSS-BREAKS	
Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market	
QT22. How easy or difficult do you think it is to make COST comparisons between TV service providers? .....	729
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	

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QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between TV service providers? .....	732
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT25. How much choice do you think you have in terms of alternative Pay TV providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service. ....	735
by TV CROSS-BREAKS	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT26. To what extent do you trust your Pay TV provider or services to ensure you are on the best deal for your needs? .....	738
by TV CROSS-BREAKS	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT27A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers? .....	741
by TV CROSS-BREAKS	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT27A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers? .....	744
by PAY TV TRUST	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT27B. How confident do you feel about the following - Choosing the best TV channel package for your household? .....	745
by TV CROSS-BREAKS	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QT27B. How confident do you feel about the following - Choosing the best TV channel package for your household? .....	748
by PAY TV TRUST	
Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household	
QB2. Which provider do you use for those services? .....	749
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB2e. Do you have a contract with (BUNDLE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out? .....	756
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB24. Which of the following best describes the package of services from (BUNDLE PROVIDER)? .....	760
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB3. How long has (BUNDLE PROVIDER) been providing this package of services? .....	763
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB3a. Before you had this package of services with (BUNDLE PROVIDER) did you already have any of the individual services covered by the package with (BUNDLE PROVIDER)? .....	767
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB3d. When you purchased the package of services with (BUNDLE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in? .....	770
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB3e. Is there one service in your package which you particularly wanted to use (BUNDLE PROVIDER) for? .....	773
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	



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QB5. In terms of your overall package of services... How satisfied are you with the OVERALL SERVICE PROVIDED by (BUNDLE PROVIDER)? Would you say you are... ..	776
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB8. What is your current thinking regarding changing the company that provides your WHOLE package of services? Are you... ..	779
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services? .....	782
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment	
QB9b. And did you actively START LOOKING for an alternative service provider for your whole package of services? .....	788
by BUNDLE CROSS-BREAKS	
Base : Those who have considered changing provider for their whole package in the last 12 months	
BUNDLED SERVICES - SUMMARY OF BEHAVIOUR .....	791
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - EXCLUDING MOVERS .....	794
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - INCLUDING MOVERS .....	797
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BUNDLE PROVIDER)? They are the best provider of this package of services on the market. IF NECESSARY - Do you... ..	800
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QB22. How easy or difficult do you think it is to make COST comparisons between providers for packaged services? .....	803
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
PB23. SERVICES SWITCHED IN LAST 12 MONTHS - EXCLUDING MOVERS .....	806
by BUNDLE CROSS-BREAKS	
Base : All respondents	
SERVICES SWITCHED IN LAST 12 MONTHS .....	809
by BUNDLE CROSS-BREAKS	
Base : All respondents	
QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time? .....	812
by BUNDLE CROSS-BREAKS	
Base : All respondents	
SERVICES SWITCHED IN LAST 12 MONTHS .....	818
by BUNDLE CROSS-BREAKS	
Base : Those who have switched any services in the last 12 months	
SERVICES SWITCHED IN LAST 12 MONTHS .....	821
by BUNDLE CROSS-BREAKS	
Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS	

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QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time? .....	824
by BUNDLE CROSS-BREAKS	
Base : Those who have switched any services in the last 12 months	
QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time? .....	830
by BUNDLE CROSS-BREAKS	
Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS	
QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time? .....	836
by BUNDLE CROSS-BREAKS	
Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS	
QB25. How much choice do you think you have in terms of alternative providers offering a package of landline and broadband services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service. ....	842
by BUNDLE CROSS-BREAKS	
Base : All with a landline and broadband package	
QB26. To what extent do you trust your landline and broadband provider to ensure you are on the best deal for your needs? .....	845
by BUNDLE CROSS-BREAKS	
Base : All with a landline and broadband package	
QB27. How much choice do you think you have in terms of alternative providers offering a package of landline, broadband and TV services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service. ....	848
by BUNDLE CROSS-BREAKS	
Base : All with a landline, broadband and TV package	
QB29. To what extent do you trust your landline, broadband and TV provider to ensure you are on the best deal for your needs? .....	851
by BUNDLE CROSS-BREAKS	
Base : All with a landline, broadband and TV package	
QB28A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers? .....	854
by BUNDLE CROSS-BREAKS	
Base : All with a landline, broadband and TV package	
QB28A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers? .....	857
by TRIPLE PLAY TRUST	
Base : All with a landline, broadband and TV package	
QB28B. How confident do you feel about the following - Choosing the best TV channel package for your household? .....	858
by BUNDLE CROSS-BREAKS	
Base : All with a landline, broadband and TV package	
QB28B. How confident do you feel about the following - Choosing the best TV channel package for your household? .....	861
by TRIPLE PLAY TRUST	
Base : All with a landline, broadband and TV package	
QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which provider to use? .....	862
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QA1A. Have you or your household ever changed your electricity provider? IF YES - When did you most recently change your electricity provider? .....	866
by ALL MARKET CROSS-BREAKS	
Base : Those responsible for the household's electricity service	
NQA1AA. Did you make this change of provider for your electricity at the same time as moving home? .....	871
by ALL MARKET CROSS-BREAKS	

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Base : Those who have ever changed electricity provider	
NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	875
by ALL MARKET CROSS-BREAKS	
Base : Those who have changed electricity provider in the last 12 months	
NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	879
by UTILITIES SWITCHING ACTIVITY	
Base : Those who have changed electricity provider in the last 12 months	
QA1B. Have you or your household ever changed your gas provider? IF YES - When did you most recently change your gas provider? .....	880
by ALL MARKET CROSS-BREAKS	
Base : Those responsible for the household's gas service	
NQA1BA. Did you make this change of provider for your gas at the same time as moving home?.....	885
by ALL MARKET CROSS-BREAKS	
Base : Those who have ever changed gas provider	
NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.....	889
by ALL MARKET CROSS-BREAKS	
Base : Those who have changed gas provider in the last 12 months	
NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.....	893
by UTILITIES SWITCHING ACTIVITY	
Base : Those who have changed gas provider in the last 12 months	
QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider? .....	894
by ALL MARKET CROSS-BREAKS	
Base : Those responsible for the household's car insurance service	
NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home?.....	899
by ALL MARKET CROSS-BREAKS	
Base : Those who have ever changed car insurance provider	
NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	903
by ALL MARKET CROSS-BREAKS	
Base : Those who have changed car insurance provider in the last 12 months	
NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	907
by UTILITIES SWITCHING ACTIVITY	
Base : Those who have changed car insurance provider in the last 12 months	
QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.....	908
by ALL MARKET CROSS-BREAKS	
Base : Those responsible for the household's bank account service	
NQA1DA. Did you make this change of provider for your bank account at the same time as moving home?.....	914
by ALL MARKET CROSS-BREAKS	
Base : Those who have ever changed bank account provider	
NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	918
by ALL MARKET CROSS-BREAKS	
Base : Those who have changed bank account provider in the last 12 months	
NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time .....	922
by UTILITIES SWITCHING ACTIVITY	

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

Base : Those who have changed bank account provider in the last 12 months

QC1. Which of these age groups applies to you? .....	923
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC2. What is the occupation of the main wage earner in your household? .....	927
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC3. Which of these best describes your current situation? Are you.....	931
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC4. Which part of the UK do you live in? .....	936
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC5. Which of these options applies to your home? Is it.....	946
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC7. Which of these options applies to you? Are you.....	950
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC8. Which of these ethnic groups do you consider you belong to?.....	954
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?.....	966
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?.....	974
by ALL MARKET CROSS-BREAKS	
Base : Those with poor vision, partial sight or blindness	
QC11. Which of these best describes your hearing - with a hearing aid if you normally use one? .....	982
by ALL MARKET CROSS-BREAKS	
Base : Those with poor hearing, partial hearing or deafness	
QC17. Total number in household (including respondent and any children) .....	990
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
HOUSEHOLD SIZE.....	994
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC18. Total number of children in household (under 18), including respondent (if respondent is under 18) .....	998
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC19. Is English your first or main language? .....	1002
by ALL MARKET CROSS-BREAKS	

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Base : All respondents

QC16. SHOWCARD Please could you say which number from this card applies to your total household income from all sources, before tax and other deductions? .....	1006
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QC15. GENDER OF RESPONDENT .....	1011
by ALL MARKET CROSS-BREAKS	
Base : All respondents	
QL7/8/9a/9b/18. Variable used for calculating past Fixed line score .....	1015
by LANDLINE CROSS-BREAKS	
Base : Those responsible for the household's landline service, where the bill is paid within the household	
QL5/8/19a. Variable used for calculating current Fixed line score .....	1018
by LANDLINE CROSS-BREAKS	
Base : Those responsible for the household's landline service, where the bill is paid within the household	
Fixed line category based on past and present only .....	1021
by LANDLINE CROSS-BREAKS	
Base : Those responsible for the household's landline service, where the bill is paid within the household	
QM7/8/9a/9b/18. Variable used for calculating past Mobile phone score .....	1024
by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
QM5/8/19a. Variable used for calculating current Mobile phone score .....	1027
by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
Mobile phone category based on past and present only .....	1030
by MOBILE CROSS-BREAKS	
Base : Those with a mobile phone, where the bill is paid within the household	
QI7/8/9a/9b/18. Variable used for calculating past Fixed broadband score .....	1033
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
QI5/8/19a. Variable used for calculating current Fixed broadband score .....	1036
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
Fixed broadband category based on past and present only .....	1039
by BROADBAND CROSS-BREAKS	
Base : Those with fixed broadband access, where the bill is paid within the household	
QT7/8/9a/9b/18. Variable used for calculating past TV score .....	1042
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
QT5/8/19a. Variable used for calculating current TV score .....	1045
by TV CROSS-BREAKS	
Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household	
TV category based on past and present only .....	1048
by TV CROSS-BREAKS	

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

Bundle category based on past and present only.....	1051
by BUNDLE CROSS-BREAKS	
Base : Those responsible for the household package of services	
QT7/8/9a/9b/18. Variable used for calculating past TV score .....	1054
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT5/8/19a. Variable used for calculating current TV score.....	1057
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
TV category based on past and present only .....	1060
by TV CROSS-BREAKS	
Base : Those with Pay TV, where the bill is paid within in the household	
QT7/8/9a/9b/18. Variable used for calculating past TV score .....	1063
by TV CROSS-BREAKS	
Base : Those with Free-to-air TV	
QT5/8/19a. Variable used for calculating current TV score.....	1066
by TV CROSS-BREAKS	
Base : Those with Free-to-air TV	
TV category based on past and present only .....	1069
by TV CROSS-BREAKS	
Base : Those with Free-to-air TV	

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 1**

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

**QS1c. Which of these services do you or does your household have?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Mobile phone	1425	252	141	283	183	301	249	499	304	200	154	269	233	279	192	311	199	72	88	266	286
	95%	91%	93%	90%	99% abc	100%	100%	100%	100%	98%	98%	97%	99% k	91%	95% m	92% mno	99% mno	96%	95%	95%	99% qrs
Landline phone	1275	275	151	314	185	253	219	408	259	195	150	266	226	249	176	296	188	74	91	272	281
	85%	100%	100%	100%	100%	84%	88% g	82%	85%	96%	95%	96%	96%	81%	87% m	88% m	94% mno	99%	98%	97%	98%
TV service	1425	265	148	304	180	286	237	475	288	196	151	269	227	307	202	337	201	72	89	272	281
	95%	96%	98%	97%	97%	95%	95%	95%	95%	96%	96%	97%	96%	100%	100%	100%	100%	96%	96%	97%	98%
Fixed broadband internet access	1230	233	132	274	180	244	215	413	273	204	158	277	236	211	160	278	189	70	87	269	284
	82%	85%	87%	87%	97% abc	81%	86% e	83%	90% eg	100%	100%	100%	100%	69%	79% m	82% m	94% mno	94%	94%	96%	99% qrs

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 1**

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

**QS1c. Which of these services do you or does your household have?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH				
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS		
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE
		a	b				c	d				e	f				g	h				i	j
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t		
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138		
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131		
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84		
Mobile phone	1425	663	202	470	388	115	93	1273	771	582	131	681	180	452	404	117	444	542	380	601	83		
	95%	97%	82%	97%	88%	98%	100%	100%	100%	100%	100%	98%	98%	99%	97%	99%	97%	91%	96%	92%	99%		
		b		d		d								n			q		s		s		
Landline phone	1275	685	247	486	439	118	86	1065	647	492	110	684	159	444	392	115	447	466	359	549	79		
	85%	100%	100%	100%	100%	100%	92%	84%	84%	84%	84%	98%	86%	97%	94%	97%	97%	79%	91%	84%	94%		
							g					l		n			q		s		s		
TV service	1425	666	238	473	423	113	89	1210	736	551	122	677	172	444	399	114	459	593	395	652	84		
	95%	97%	96%	97%	96%	96%	95%	95%	95%	95%	93%	97%	93%	97%	96%	96%	100%	100%	100%	100%	100%		
												l											
Fixed broadband internet access	1230	664	162	459	361	113	85	1069	662	483	112	696	185	458	416	119	438	404	353	485	79		
	82%	97%	65%	94%	82%	96%	92%	84%	86%	83%	86%	100%	100%	100%	100%	100%	95%	68%	89%	74%	94%		
		b		d		d		g									q		s		s		
Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t																							



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 1**

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

**QS1c. Which of these services do you or does your household have?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Mobile phone	1425	93	663	444	681	257	382	258	422	123	243	575	413	120	193	73	532	510	383
	95%	100%	97%	97%	98%	98%	98%	98%	96%	100%	100%	99%	98%	85%	77%	66%	99%	99%	85%
		bc						h		h	lmno	lmno	mno	no	o		r	r	
Landline phone	1275	86	685	447	684	263	390	257	430	123	184	488	371	130	232	102	408	459	408
	85%	92%	100%	97%	98%	100%	100%	98%	98%	99%	75%	84%	88%	93%	92%	92%	76%	89%	91%
			acd	a	a							j	jk	jkl	jkl	jk		p	p
TV service	1425	89	666	459	677	245	390	254	429	120	226	545	412	136	243	106	495	494	435
	95%	95%	97%	100%	97%	93%	100%	97%	98%	97%	93%	94%	97%	97%	96%	96%	92%	96%	97%
				abd			e						jk	jk	jk			p	p
Fixed broadband internet access	1230	85	664	438	696	263	390	256	422	122	204	520	358	98	148	50	454	459	317
	82%	92%	97%	95%	100%	100%	100%	97%	96%	99%	84%	90%	84%	69%	59%	45%	85%	89%	70%
		a	a	a	abc						mno	jlmno	mno	no	o		r	pr	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QS1c. Which of these services do you or does your household have?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Mobile phone	1425	712	713	378	447	245	355	825	600	1251	174	1200	114	69	**
	95%	95%	95%	98% ef	98% ef	95% f	89%	98% h	92%	95%	94%	95% l	92%	95%	**
Landline phone	1275	633	642	366	394	226	289	760	515	1119	156	1072	100	61	**
	85%	85%	85%	94% def	86% f	88% f	73%	90% h	79%	85%	84%	85%	80%	85%	**
TV service	1425	712	713	373	432	243	377	806	619	1244	181	1196	120	67	**
	95%	95%	95%	96%	95%	94%	95%	95%	95%	95%	98% i	95%	96%	93%	**
Fixed broadband internet access	1230	615	615	366	401	210	254	766	464	1083	147	1044	95	53	**
	82%	82%	82%	94% def	88% ef	81% f	64%	91% h	71%	82%	80%	83% lm	76%	73%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 2**

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

**QS2. Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which provider or network to use?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Mobile phone	1366	239	125	271	176	301	249	499	304	191	139	258	225	266	181	296	190	69	78	253	273
	91%	87%	83%	86%	95% abc	100%	100%	100%	100%	94% j	88%	93% j	95% j	87%	90%	88%	94% mno	92% r	85%	90% r	95% rs
Landline phone service and/ or line rental	933	275	151	314	185	195	164	273	175	187	145	258	215	237	168	284	178	72	89	267	275
	62%	100%	100%	100%	100%	65% gh	66% gh	55%	58%	92%	92%	93%	91%	77%	83% m	84% m	89% mn	96%	97%	96%	96%
TV service	1052	255	142	294	173	221	182	324	199	188	147	260	216	307	202	337	201	70	86	264	273
	70%	93%	94%	94%	93%	73% gh	73% gh	65%	65%	92%	93%	94%	92%	100%	100%	100%	100%	94%	93%	95%	95%
Fixed broadband internet access	881	227	128	269	178	180	160	278	191	204	158	277	236	204	153	271	184	70	86	267	282
	59%	82%	85%	86%	96% abc	60%	64% g	56%	63% g	100%	100%	100%	100%	66%	76% m	80% m	92% mno	93%	94%	96%	98% qrs

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 2**

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

**QS2. Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which provider or network to use?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12	
		BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Mobile phone	1366	627	191	457	355	113	93	1273	771	582	131	642	176	439	374	112	413	524	364	570	83
	91%	91%	77%	94%	81%	96%	100%	100%	100%	100%	100%	92%	95%	96%	90%	95%	90%	88%	92%	87%	98%
		b		d		d								n		n			s		rs
Landline phone service and/ or line rental	933	685	247	486	439	118	81	737	461	346	73	670	139	430	375	110	433	438	343	523	76
	62%	100%	100%	100%	100%	100%	87%	58%	60%	59%	56%	96%	75%	94%	90%	92%	94%	74%	87%	80%	91%
							g					l		n			q		s		s
TV service	1052	647	224	459	405	107	84	852	537	389	81	659	157	427	384	109	459	593	395	652	84
	70%	94%	91%	94%	92%	91%	91%	67%	70%	67%	62%	95%	85%	93%	92%	92%	100%	100%	100%	100%	100%
		b					g		j			l									
Fixed broadband internet access	881	661	148	452	351	113	82	736	479	330	78	696	185	458	416	119	435	381	341	471	77
	59%	96%	60%	93%	80%	96%	88%	58%	62%	57%	59%	100%	100%	100%	100%	100%	95%	64%	86%	72%	92%
		b		d		d	g		i								q		s		s

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 2**

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

**QS2. Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which provider or network to use?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)				
	Total	MOBILE		LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
		a	b	c	d	e														
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953	
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915	
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450	
Mobile phone	1366	93	627	413	642	248	354	249	392	120	239	549	396	114	183	69	520	482	364	
	91%	100%	91%	90%	92%	94%	91%	95%	89%	97%	98%	95%	93%	81%	73%	62%	97%	94%	81%	
		bcd				f		h		h	klmno	mno	mno	no	o		qr	r		
Landline phone service and/ or line rental	933	81	685	433	670	263	390	253	419	120	27	366	323	119	216	98	173	389	370	
	62%	87%	100%	94%	96%	100%	100%	96%	95%	97%	11%	63%	76%	84%	86%	88%	32%	76%	82%	
			acd	a	ac							j	jk	jkl	jkl	jkl		p	pq	
TV service	1052	84	647	459	659	227	390	245	419	115	51	416	363	124	222	98	236	424	392	
	70%	91%	94%	100%	95%	86%	100%	93%	95%	93%	21%	72%	86%	88%	88%	88%	44%	83%	87%	
				abd	a		e					j	jk	jk	jk	jk		p	pq	
Fixed broadband internet access	881	82	661	435	696	263	390	253	420	122	41	406	306	83	127	44	216	395	270	
	59%	88%	96%	95%	100%	100%	100%	97%	96%	98%	17%	70%	72%	59%	51%	40%	40%	77%	60%	
			a	a	abc							jmno	jmno	jno	jo	j		pr	p	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 2**

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

**QS2. Which, if any, of these services are you primarily or jointly RESPONSIBLE FOR - in terms of deciding which provider or network to use?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Mobile phone	1366	686	681	363	428	235	340	791	575	1198	169	1145	113	66	**
	91%	92%	90%	94% f	94% f	91% f	86%	94% h	88%	91%	91%	91%	91%	92%	**
Landline phone service and/ or line rental	933	468	465	278	279	167	209	557	376	806	126	785	69	48	**
	62%	63%	62%	72% def	61% f	65% f	52%	66% h	57%	61%	68% i	62% l	55%	67% l	**
TV service	1052	530	522	286	302	183	281	588	464	905	147	880	91	53	**
	70%	71%	69%	74% d	66% d	71% d	71%	70% h	71%	69%	80% i	70%	73%	74%	**
Fixed broadband internet access	881	447	434	281	280	148	172	561	320	765	116	750	67	39	**
	59%	60%	58%	72% def	61% f	58% f	43%	66% h	49%	58%	63%	60%	54%	54%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 3**

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

**QS6. Do you receive any of these services from the same provider as a bundle or package?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Fixed broadband internet access	696 46%	188 68%	110 73%	220 70%	147 80% abc	143 48%	125 50% g	218 44%	148 49%	160 79%	126 80%	227 82% l	178 76%	157 51%	124 62% m	227 67% m	147 73% mn	69 92%	86 93%	264 95%	277 96% q
Landline phone	685 46%	191 69%	112 74%	226 72%	151 82% abc	141 47%	123 49% g	214 43%	141 46%	150 74%	119 76%	219 79% l	168 71%	157 51%	128 64% m	217 64% m	142 71% mo	69 93%	89 96%	260 93%	267 93%
TV service with additional channels you pay to receive	459 31%	118 43%	81 53% ac	145 46%	86 47%	89 30%	87 35% g	138 28%	92 30%	96 47%	82 52%	144 52%	109 46%	95 31%	84 41% m	152 45% m	126 63% mno	36 48%	58 63% q	180 65% q	185 64% q
Mobile phone	93 6%	19 7%	15 10%	31 10%	17 9%	18 6%	17 7%	29 6%	28 9% g	15 7%	15 9%	32 11% i	21 9%	23 7%	18 9%	23 7%	20 10%	4 5%	10 11%	33 12% q	47 16% qs
DUAL PLAY	263 18%	79 29% b	32 21%	87 28%	64 35% bc	60 20%	43 17%	87 17%	57 19%	64 32%	44 28%	84 30%	70 30%	73 24% p	48 24% p	80 24% p	27 13%	39 52% rst	32 35%	96 34%	96 34%
TRIPLE PLAY	390 26%	103 38%	75 49% ac	128 41%	81 44%	75 25%	75 30% g	118 24%	80 26%	85 42%	74 47%	131 47%	97 41%	74 24%	74 36% m	130 39% m	109 54% mno	25 34%	51 55% q	153 55% q	161 56% q
ANY SERVICES IN A BUNDLE	734 49%	198 72%	115 76%	232 74%	153 83% abc	150 50%	132 53% g	229 46%	153 50%	161 79%	128 81%	232 84% l	180 77%	169 55%	132 65% m	235 70% m	154 77% mno	75 100%	92 100%	279 100%	287 100%
No services in a bundle	766 51%	77 28% d	36 24% d	82 26% d	32 17%	151 50%	117 47%	270 54% f	151 50%	43 21%	30 19%	46 16%	55 23% k	138 45% nop	70 35% p	102 30% p	47 23%	- -%	- -%	- -%	- -%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 3**

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

**QS6. Do you receive any of these services from the same provider as a bundle or package?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Fixed broadband internet access	696	653	17	380	285	91	79	563	379	255	62	696	-	359	333	82	428	231	291	364	64
	46%	95%	7%	78%	65%	77%	84%	44%	49%	44%	47%	100%	-%	78%	80%	69%	93%	39%	74%	56%	76%
		b		d		d	g		i			l		o	o		q		s		s
Landline phone	685	685	-	394	287	93	78	549	366	254	59	653	8	346	311	81	416	230	283	361	62
	46%	100%	-%	81%	65%	79%	84%	43%	47%	44%	45%	94%	4%	75%	75%	68%	91%	39%	72%	55%	74%
		b		d		d	g					l		o			q		s		s
TV service with additional channels you pay to receive	459	416	17	252	177	52	59	353	244	162	37	428	7	225	207	47	459	-	229	227	52
	31%	61%	7%	52%	40%	44%	63%	28%	32%	28%	28%	61%	4%	49%	50%	40%	100%	-%	58%	35%	62%
		b		de			g		i			l		o	o		q		s		s
Mobile phone	93	78	3	49	33	11	93	-	61	32	17	79	3	44	38	10	59	25	37	47	8
	6%	11%	1%	10%	7%	9%	100%	-%	8%	5%	13%	11%	2%	10%	9%	9%	13%	4%	9%	7%	9%
		b					g		i		hi	l					q				
DUAL PLAY	263	263	-	146	116	43	23	225	144	103	27	263	-	137	126	36	-	227	72	155	14
	18%	38%	-%	30%	26%	37%	24%	18%	19%	18%	21%	38%	-%	30%	30%	31%	-%	38%	18%	24%	17%
		b				d	g					l						p		r	
TRIPLE PLAY	390	390	-	228	158	46	46	307	212	136	30	390	-	203	183	43	390	-	198	189	45
	26%	57%	-%	47%	36%	39%	50%	24%	27%	23%	23%	56%	-%	44%	44%	36%	85%	-%	50%	29%	54%
		b		de			g		i			l		o			q		s		s
ANY SERVICES IN A BUNDLE	734	685	18	402	297	95	93	579	394	270	65	696	9	365	336	84	459	234	305	385	67
	49%	100%	7%	83%	68%	81%	100%	45%	51%	46%	50%	100%	5%	80%	81%	70%	100%	40%	77%	59%	80%
		b		d		d	g		i			l		o	o		q		s		s
No services in a bundle	766	-	229	85	142	22	-	694	377	312	66	-	176	93	81	35	-	358	89	267	17
	51%	-%	93%	17%	32%	19%	-%	55%	49%	54%	50%	-%	95%	20%	19%	30%	-%	60%	23%	41%	20%
			a		ce			f		h			k			mn		p		rt	

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 3**

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

**QS6. Do you receive any of these services from the same provider as a bundle or package?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Fixed broadband internet access	696 46%	79 84%	653 95% ac	428 93% a	696 100% abc	263 100%	390 100%	249 95%	415 95%	120 97%	28 12%	323 56% jmno	245 58% jmno	66 47% jno	101 40% jo	35 32% j	157 29%	326 64% pr	213 47% p
Landline phone	685 46%	78 84%	685 100% acd	416 91% a	653 94% ac	263 100%	390 100%	245 93%	409 93%	118 95%	21 8%	306 53% jno	244 57% jmno	70 50% jo	115 46% j	45 40% j	138 26%	319 62% pr	228 51% p
TV service with additional channels you pay to receive	459 31%	59 63%	416 61%	459 100% abd	428 61%	- -%	390 100% e	168 64%	277 63%	73 59%	22 9%	214 37% jmno	160 38% jmno	38 27% j	64 26% j	26 23% j	106 20%	222 43% pr	131 29% p
Mobile phone	93 6%	93 100% bcd	78 11%	59 13%	79 11%	23 9%	46 12%	38 14%	54 12%	19 15%	5 2%	37 6% j	35 8% j	10 7% j	17 7% j	7 6% j	20 4%	37 7% p	36 8% p
DUAL PLAY	263 18%	23 24% c	263 38% ac	- -%	263 38% ac	263 100% f	- -%	90 34%	157 36%	50 40%	7 3%	111 19% j	92 22% j	34 24% j	53 21% j	20 18% j	51 10%	110 21% p	102 23% p
TRIPLE PLAY	390 26%	46 50%	390 57%	390 85% abd	390 56%	- -%	390 100% e	144 55%	233 53%	66 53%	14 6%	190 33% jmno	142 34% jmno	30 22% jo	45 18% j	14 13% j	85 16%	201 39% pr	103 23% p
ANY SERVICES IN A BUNDLE	734 49%	93 100%	685 100%	459 100%	696 100%	263 100%	390 100%	262 100%	439 100%	124 100%	30 12%	330 57% jno	256 60% jmno	73 52% jo	119 47% j	46 42% j	161 30%	336 65% pr	237 53% p
No services in a bundle	766 51%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	215 88% klmno	251 43%	168 40%	68 48% l	133 53% kl	65 58% klm	374 70% qr	178 35%	214 47% q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 3**

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

**QS6. Do you receive any of these services from the same provider as a bundle or package?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Fixed broadband internet access	696	348	348	220	220	117	139	440	256	607	89	592	52	29	**
	46%	47%	46%	57% def	48% f	46% f	35%	52% h	39%	46%	48%	47%	42%	40%	**
Landline phone	685	343	343	214	214	118	139	428	257	599	86	580	49	33	**
	46%	46%	46%	55% def	47% f	46% f	35%	51% h	39%	46%	47%	46% l	39%	45%	**
TV service with additional channels you pay to receive	459	237	223	137	146	80	97	282	177	419	40	394	38	16	**
	31%	32%	30%	35% f	32% f	31% f	24%	33% h	27%	32% j	22%	31% m	30%	22%	**
Mobile phone	93	40	53	21	40	18	15	61	32	81	12	81	8	4	**
	6%	5%	7%	5%	9% cf	7% f	4%	7% h	5%	6%	7%	6%	6%	5%	**
DUAL PLAY	263	125	138	84	84	43	52	168	95	214	49	219	15	16	**
	18%	17%	18%	22% ef	18% f	17%	13%	20% h	15%	16%	27% i	17%	12%	23% l	**
TRIPLE PLAY	390	203	187	126	121	68	75	248	142	355	35	335	31	13	**
	26%	27%	25%	33% def	27% f	26% f	19%	29% h	22%	27% j	19%	27% m	25%	18%	**
ANY SERVICES IN A BUNDLE	734	366	368	224	232	126	152	456	278	642	92	623	54	33	**
	49%	49%	49%	58% def	51% f	49% f	38%	54% h	42%	49%	50%	50%	43%	45%	**
No services in a bundle	766	382	384	164	225	131	246	389	377	673	93	635	71	39	**
	51%	51%	51%	42%	49% c	51% c	62% cde	46%	58% g	51%	50%	50%	57%	55%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 4**

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

**QG1A. AGREEMENT WITH STATEMENT - 'When looking for communications services or providers, I often find the amount of information overwhelming.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Disagree strongly	172	30	13	38	24	30	24	71	39	19	13	40	33	31	13	48	25	6	5	35	30
	11%	11%	9%	12%	13%	10%	10%	14%	13%	9%	8%	14%	14%	10%	6%	14%	12%	8%	6%	13%	10%
Disagree slightly	241	42	24	48	26	41	46	87	53	27	28	47	42	44	37	44	34	9	15	49	50
	16%	15%	16%	15%	14%	14%	18%	17%	18%	13%	18%	17%	18%	14%	18%	13%	17%	12%	16%	18%	17%
TOTAL DISAGREE	413	72	37	86	50	71	70	159	92	46	41	87	74	76	50	91	59	15	21	84	79
	28%	26%	24%	27%	27%	24%	28%	32%	30%	23%	26%	31%	31%	25%	25%	27%	29%	20%	22%	30%	28%
Agree slightly	487	76	63	98	60	84	93	155	108	68	63	83	86	88	81	100	72	22	39	89	101
	32%	28%	42%	31%	32%	28%	37%	31%	36%	33%	40%	30%	37%	29%	40%	30%	36%	30%	43%	32%	35%
			acd				eg		e		k		k		mo		m		qs		
Agree strongly	514	106	44	115	71	119	74	168	92	77	46	103	71	118	63	129	66	32	26	97	101
	34%	39%	29%	37%	39%	40%	30%	34%	30%	38%	29%	37%	30%	38%	31%	38%	33%	43%	28%	35%	35%
		b		b	b	fgh				jl		jl		n		n		r			
TOTAL AGREE	1001	183	107	214	131	203	167	323	200	145	109	186	157	206	145	229	138	55	66	185	202
	67%	66%	71%	68%	71%	67%	67%	65%	66%	71%	69%	67%	67%	67%	72%	68%	69%	73%	71%	66%	70%
Don't know	86	21	8	14	4	27	12	18	12	13	9	5	5	25	7	17	4	5	6	10	7
	6%	8%	5%	4%	2%	9%	5%	4%	4%	6%	5%	2%	2%	8%	3%	5%	2%	7%	7%	4%	2%
		cd	d	d		fgh				kl	kl			nop		p		t	t		
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 4**

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

**QG1A. AGREEMENT WITH STATEMENT - 'When looking for communications services or providers, I often find the amount of information overwhelming.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Disagree strongly	172 11%	72 10%	34 14%	60 12%	46 10%	16 14%	10 11%	154 12%	103 13% i	61 10%	21 16% i	74 11%	30 16% k	57 12%	47 11%	15 13%	46 10%	71 12%	43 11%	74 11%	6 7%
Disagree slightly	241 16%	115 17% b	25 10%	77 16%	62 14%	23 20% d	14 15%	216 17%	131 17%	96 16%	25 19%	118 17%	27 14%	82 18%	62 15%	22 18%	77 17%	83 14%	63 16%	97 15%	18 22% s
TOTAL DISAGREE	413 28%	187 27%	60 24%	137 28%	107 24%	39 33% d	24 26%	370 29%	235 30%	157 27%	47 35% i	192 28%	57 31%	139 30%	108 26%	37 31%	123 27%	154 26%	106 27%	170 26%	24 29%
Agree slightly	487 32%	236 34% b	65 26%	158 33%	139 32%	35 30%	28 30%	415 33%	273 35% i	167 29%	40 30%	242 35%	59 32%	167 36%	133 32%	42 36%	157 34%	185 31%	138 35%	203 31%	30 36%
Agree strongly	514 34%	239 35%	100 40% a	175 36%	162 37%	42 36%	36 39%	423 33%	238 31%	215 37% h	42 32%	237 34%	62 34%	147 32%	149 36%	38 32%	164 36%	216 36%	140 35%	237 36%	28 33%
TOTAL AGREE	1001 67%	475 69%	165 67%	333 69%	302 69%	78 66%	64 69%	838 66%	511 66%	382 66%	82 62%	479 69%	121 66%	314 68%	283 68%	81 68%	321 70%	401 68%	278 71%	440 67%	58 69%
Don't know	86 6%	24 3%	23 9% a	16 3% e	30 7% ce	1 1%	5 5%	65 5%	26 3%	43 7% hj	3 2%	25 4%	7 4%	6 1%	25 6% mo	1 1%	15 3%	38 6% p	11 3%	42 6% rt	2 2%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 4**

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

**QG1A. AGREEMENT WITH STATEMENT - 'When looking for communications services or providers, I often find the amount of information overwhelming.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Disagree strongly	172 11%	10 11%	72 10%	46 10%	74 11%	30 11%	40 10%	28 11%	43 10%	17 13%	41 17% klmno	72 12% mno	42 10% n	10 7%	17 7%	7 6%	87 16% qr	51 10%	34 8%
Disagree slightly	241 16%	14 15%	115 17%	77 17%	118 17%	44 17%	68 17%	42 16%	74 17%	20 16%	45 19% lmno	113 19% lmno	59 14% no	17 12% o	24 10%	7 6%	107 20% r	85 17% r	50 11%
TOTAL DISAGREE	413 28%	24 26%	187 27%	123 27%	192 28%	74 28%	108 28%	70 27%	117 27%	37 30%	87 35% lmno	185 32% lmno	101 24% no	27 19% o	41 16%	14 13%	194 36% qr	136 26% r	84 19%
Agree slightly	487 32%	28 30%	236 34%	157 34%	242 35%	90 34%	138 35%	101 39% h	143 33%	44 36%	82 34% no	203 35% mno	135 32% no	41 29%	66 26%	26 23%	183 34% r	177 34% r	127 28%
Agree strongly	514 34%	36 39%	239 35%	164 36%	237 34%	87 33%	134 34%	88 34%	154 35%	42 34%	58 24%	173 30% j	170 40% jk	60 43% jk	114 45% jk	54 48% jkl	131 24%	187 36% p	197 44% pq
TOTAL AGREE	1001 67%	64 69%	475 69%	321 70%	479 69%	177 67%	273 70%	189 72%	297 68%	86 70%	140 57%	376 65% j	305 72% jk	101 72% jk	180 72% jk	79 71% j	314 59%	364 71% p	324 72% p
Don't know	86 6%	5 5%	24 3%	15 3%	25 4%	12 5% f	9 2%	3 1%	25 6% gi	1 1%	18 7% kl	20 3%	18 4%	12 9% kl	30 12% jkl	18 16% jklm	28 5% q	14 3%	43 10% pq

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 4**

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

**QG1A. AGREEMENT WITH STATEMENT - 'When looking for communications services or providers, I often find the amount of information overwhelming.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Disagree strongly	172	107	65	49	61	26	36	110	62	149	23	137	21	8	**
	11%	14%	9%	13%	13%	10%	9%	13%	10%	11%	12%	11%	17%	11%	**
		b		f	f			h					k		
Disagree slightly	241	136	106	58	85	36	61	144	98	205	37	211	16	12	**
	16%	18%	14%	15%	19%	14%	15%	17%	15%	16%	20%	17%	13%	16%	**
		b			e						i				
TOTAL DISAGREE	413	243	170	107	146	63	97	253	160	354	60	347	37	20	**
	28%	33%	23%	28%	32%	24%	24%	30%	24%	27%	32%	28%	30%	28%	**
		b			ef			h			i				
Agree slightly	487	250	237	136	154	85	111	290	196	438	49	412	41	20	**
	32%	33%	31%	35%	34%	33%	28%	34%	30%	33%	26%	33%	33%	28%	**
				f	f			h		j					
Agree strongly	514	208	306	123	143	94	154	266	248	451	63	434	38	28	**
	34%	28%	41%	32%	31%	37%	39%	31%	38%	34%	34%	35%	30%	39%	**
			a			d	cd		g						
TOTAL AGREE	1001	458	543	259	297	179	266	556	445	889	112	847	79	49	**
	67%	61%	72%	67%	65%	70%	67%	66%	68%	68%	61%	67%	63%	67%	**
			a							j					
Don't know	86	47	39	21	14	16	35	35	50	73	13	64	9	4	**
	6%	6%	5%	5%	3%	6%	9%	4%	8%	6%	7%	5%	7%	5%	**
				d		d	cd		g						

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 5**

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

**QG1B. AGREEMENT WITH STATEMENT - 'Finding a better deal for my or my household's communications services is not a priority for me.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Disagree strongly	227	40	12	61	43	34	33	87	63	28	14	49	62	39	31	55	50	7	8	49	66
	15%	15%	8%	19%	23%	11%	13%	17%	21%	14%	9%	18%	26%	13%	15%	16%	25%	10%	9%	18%	23%
		b		ab	ab			e	ef			j	ijk			mno			qr	qrs	
Disagree slightly	262	36	33	65	45	51	48	82	61	22	35	57	62	50	36	64	45	8	16	52	73
	17%	13%	22%	21%	25%	17%	19%	16%	20%	11%	22%	20%	26%	16%	18%	19%	23%	10%	17%	19%	25%
			a	a	a						i	i	ik			m			q	qrs	
TOTAL DISAGREE	490	76	45	125	88	84	82	169	124	49	49	106	124	89	67	119	95	15	24	101	139
	33%	28%	30%	40%	48%	28%	33%	34%	41%	24%	31%	38%	53%	29%	33%	35%	47%	20%	26%	36%	49%
				ab	abc			e	efg			ij	ijk			m	mno			qr	qrs
Agree slightly	432	82	53	87	49	85	82	134	86	73	56	86	57	89	68	95	55	24	39	89	72
	29%	30%	35%	28%	26%	28%	33%	27%	28%	36%	36%	31%	24%	29%	34%	28%	27%	32%	43%	32%	25%
			cd				g				l	l	l					st	t		
Agree strongly	541	112	51	97	46	123	76	185	90	80	50	81	53	121	65	119	49	36	29	85	74
	36%	41%	34%	31%	25%	41%	31%	37%	30%	39%	32%	29%	22%	39%	32%	35%	24%	48%	31%	30%	26%
		cd	d			fh		fh		kl	l	l		np	p	p		rst			
TOTAL AGREE	973	194	104	185	95	209	158	319	176	152	106	168	110	210	133	214	104	60	68	174	146
	65%	70%	69%	59%	51%	69%	64%	64%	58%	75%	67%	60%	46%	68%	66%	64%	52%	80%	74%	62%	51%
		cd	cd	d		gh		h		jkl	l	l		p	p	p		st	st	t	
Don't know	38	6	2	4	2	8	9	11	5	2	3	4	2	9	2	4	2	*	-	4	2
	3%	2%	1%	1%	1%	3%	3%	2%	2%	1%	2%	1%	1%	3%	1%	1%	1%	1%	-%	2%	1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 5**

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

**QG1B. AGREEMENT WITH STATEMENT - 'Finding a better deal for my or my household's communications services is not a priority for me.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Disagree strongly	227 15%	122 18%	36 14%	94 19% d	63 14%	33 28% cd	18 19%	201 16%	128 17%	90 15%	26 20%	125 18%	29 16%	92 20% n	61 15%	33 27% mn	79 17%	97 16%	73 18%	102 16%	19 23% s
Disagree slightly	262 17%	142 21% b	39 16%	109 22% d	69 16%	20 17%	16 18%	228 18%	154 20% i	87 15%	22 16%	144 21%	33 18%	102 22% n	73 18%	21 18%	96 21% q	99 17%	89 23% s	105 16%	21 25% s
TOTAL DISAGREE	490 33%	263 38% b	75 30%	203 42% d	132 30%	54 46% d	35 37%	429 34%	282 37% i	177 30%	47 36%	269 39%	62 34%	195 42% n	134 32%	54 45% n	175 38% q	196 33%	162 41% s	207 32%	40 48% s
Agree slightly	432 29%	204 30%	69 28%	140 29%	130 30%	28 24%	29 32%	361 28%	226 29%	162 28%	40 30%	213 31%	61 33%	143 31%	129 31%	32 27%	145 31%	165 28%	120 30%	188 29%	20 24%
Agree strongly	541 36%	211 31%	96 39% a	139 29%	168 38% ce	34 29%	29 31%	450 35%	247 32%	227 39% h	42 32%	208 30%	57 31%	119 26%	145 35% mo	31 26%	136 30%	218 37% p	109 28%	245 37% rt	22 26%
TOTAL AGREE	973 65%	415 61%	165 67% a	279 57%	298 68% ce	62 53%	59 63%	811 64%	473 61%	389 67% h	82 62%	422 61%	118 64%	261 57%	274 66% mo	63 53%	281 61%	383 65%	229 58%	432 66% rt	42 50%
Don't know	38 3%	7 1%	8 3% a	4 1%	9 2%	2 1%	- -%	33 3% f	16 2%	17 3%	2 1%	6 1%	5 3% k	3 1%	8 2% m	2 1%	3 1%	14 2% p	4 1%	13 2%	1 1%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 5**

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

**QG1B. AGREEMENT WITH STATEMENT - 'Finding a better deal for my or my household's communications services is not a priority for me.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Disagree strongly	227 15%	18 19%	122 18%	79 17%	125 18%	51 19%	66 17%	54 21% h	65 15%	37 30% gh	29 12%	103 18% jmn	63 15%	15 11%	32 13%	17 15%	78 15%	93 18% r	56 13%
Disagree slightly	262 17%	16 18%	142 21%	96 21%	144 21%	49 19%	88 23%	71 27% h	71 16%	30 24% h	28 11%	114 20% jno	89 21% jno	23 17% jo	31 12% o	8 7%	82 15%	118 23% pr	63 14%
TOTAL DISAGREE	490 33%	35 37%	263 38%	175 38%	269 39%	100 38%	155 40%	125 47% h	136 31%	67 54% h	57 23%	217 37% jmno	152 36% jmno	39 27%	63 25%	24 22%	160 30%	210 41% pr	119 26%
Agree slightly	432 29%	29 32%	204 30%	145 31%	213 31%	76 29%	119 31%	74 28%	143 33% i	32 26%	63 26%	182 31% mn	122 29%	35 25%	65 26%	30 27%	151 28%	161 31% r	120 27%
Agree strongly	541 36%	29 31%	211 31%	136 30%	208 30%	83 31%	114 29%	62 24%	156 36% gi	24 19%	110 45% kl	173 30%	142 33%	62 44% kl	115 46% kl	53 48% kl	206 38% q	135 26% pq	200 44%
TOTAL AGREE	973 65%	59 63%	415 61%	281 61%	422 61%	159 61%	233 60%	135 52%	299 68% gi	56 45%	174 71% kl	355 61%	264 62%	98 69% kl	180 72% kl	83 74% kl	357 67% q	296 58%	319 71% q
Don't know	38 3%	- -%	7 1%	3 1%	6 1%	4 1%	2 1%	2 1%	4 1%	1 1%	14 6% kl	8 1%	7 2%	4 3%	8 3% kl	4 4% k	19 3% q	7 1%	12 3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 5**

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

**QG1B. AGREEMENT WITH STATEMENT - 'Finding a better deal for my or my household's communications services is not a priority for me.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Disagree strongly	227	118	109	66	83	29	50	148	79	195	32	190	20	12	**
	15%	16%	14%	17% ef	18% ef	11%	12%	18% h	12%	15%	17%	15%	16%	16%	**
Disagree slightly	262	122	141	84	80	40	58	164	99	225	38	234	13	9	**
	17%	16%	19%	22% ef	17%	16%	15%	19% h	15%	17%	20%	19% l	10%	13%	**
TOTAL DISAGREE	490	240	250	149	162	70	108	312	178	420	70	424	32	21	**
	33%	32%	33%	39% ef	35% ef	27%	27%	37% h	27%	32%	38% i	34% l	26%	29%	**
Agree slightly	432	224	209	111	133	77	111	244	188	384	48	375	25	22	**
	29%	30%	28%	29%	29%	30%	28%	29%	29%	29%	26%	30% l	20%	30% l	**
Agree strongly	541	270	271	120	151	104	165	271	269	475	66	426	67	28	**
	36%	36%	36%	31%	33%	40% cd	42% cd	32%	41% g	36%	36%	34%	53% km	39%	**
TOTAL AGREE	973	494	479	231	284	181	277	516	457	859	114	801	92	50	**
	65%	66%	64%	60%	62%	70% cd	70% cd	61%	70% g	65%	62%	64%	74% k	69%	**
Don't know	38	14	23	7	11	7	13	18	20	37	1	33	1	1	**
	3%	2%	3% a	2%	2%	3%	3%	2%	3%	3% j	*%	3%	1%	2%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 6**

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

**QG1C. AGREEMENT WITH STATEMENT - 'I find it easy to understand the different options available in the communications market.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Disagree strongly	211	45	17	56	28	56	28	63	31	32	13	37	30	60	25	53	22	12	9	38	35
	14%	16% b	11%	18% b	15%	19% fgh	11%	13%	10%	16% j	8%	13% j	13%	20% np	12%	16% p	11%	16%	9%	13%	12%
Disagree slightly	256	46	28	61	31	65	45	69	52	38	25	50	39	51	41	60	36	15	17	51	51
	17%	17%	18%	19%	17%	21% g	18%	14%	17%	19%	16%	18%	17%	17%	20%	18%	18%	21%	18%	18%	18%
TOTAL DISAGREE	467	91	44	117	59	120	73	132	82	70	37	87	69	111	66	113	57	27	25	88	86
	31%	33%	29%	37% b	32%	40% fgh	29%	26%	27%	34% j	24%	31% j	29%	36% p	33%	34%	28%	37%	27%	32%	30%
Agree slightly	485	87	63	91	59	88	90	153	115	70	68	89	79	104	70	97	61	24	41	98	96
	32%	32%	42% acd	29%	32%	29%	36% e	31%	38% eg	35%	43% ikl	32%	34%	34%	34%	34%	29%	30%	32%	44% qst	35%
Agree strongly	489	80	40	92	66	76	77	200	101	56	50	95	81	70	63	116	79	19	25	86	100
	33%	29%	26%	29%	36% b	25%	31% e	40% efh	33% e	27%	32%	34% i	34% i	23%	31% m	34% m	39% mn	25%	27%	31%	35% q
TOTAL AGREE	974	168	103	183	125	163	167	353	216	126	118	184	161	174	132	213	140	43	66	183	196
	65%	61%	68% c	58%	68% c	54%	67% e	71% e	71% e	62%	75% ik	66%	68%	57%	65% m	63% m	70% m	57%	71% q	66%	68% q
Don't know	59	16	4	13	1	17	9	14	6	8	3	7	6	22	4	11	4	5	1	8	6
	4%	6% bd	3%	4% d	1%	6% gh	4%	3%	2%	4%	2%	2%	3%	7% nop	2%	3%	2%	6% rst	1%	3%	2%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 6**

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

**QG1C. AGREEMENT WITH STATEMENT - 'I find it easy to understand the different options available in the communications market.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH				
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS		
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t		
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138		
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131		
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84		
Disagree strongly	211	88	58	67	79	16	10	169	78	99	13	85	26	49	62	15	52	108	50	109	12		
	14%	13%	23%	14%	18%	14%	11%	13%	10%	17%	10%	12%	14%	11%	15%	13%	11%	18%	13%	17%	15%		
			a		c					hj					m			p		r			
Disagree slightly	256	129	38	95	72	15	16	217	136	94	20	126	27	84	68	18	77	111	76	111	12		
	17%	19%	15%	19%	16%	13%	17%	17%	18%	16%	15%	18%	15%	18%	16%	15%	17%	19%	19%	17%	14%		
				e																			
TOTAL DISAGREE	467	217	96	161	150	32	26	387	215	193	33	211	54	133	131	33	129	220	127	221	24		
	31%	32%	39%	33%	34%	27%	28%	30%	28%	33%	25%	30%	29%	29%	31%	28%	28%	37%	32%	34%	29%		
			a		e					hj								p					
Agree slightly	485	240	65	166	135	39	34	414	275	171	48	250	59	161	145	40	162	171	140	192	27		
	32%	35%	26%	34%	31%	33%	37%	33%	36%	29%	37%	36%	32%	35%	35%	34%	35%	29%	35%	29%	32%		
		b							i	i							q		s				
Agree strongly	489	210	69	144	134	44	31	426	265	189	48	218	65	153	128	41	158	170	120	207	32		
	33%	31%	28%	30%	30%	37%	33%	33%	34%	32%	36%	31%	35%	33%	31%	35%	34%	29%	30%	32%	38%		
						c											q						
TOTAL AGREE	974	450	134	310	269	83	65	840	540	360	96	468	124	315	273	82	321	341	260	399	59		
	65%	66%	54%	64%	61%	70%	70%	66%	70%	62%	73%	67%	67%	69%	66%	69%	70%	58%	66%	61%	70%		
		b				d			i	i							q		s		s		
Don't know	59	19	17	15	20	3	2	46	17	29	2	17	7	11	12	4	10	32	8	33	1		
	4%	3%	7%	3%	5%	3%	2%	4%	2%	5%	2%	2%	4%	2%	3%	3%	2%	5%	2%	5%	1%		
			a							hj							p		rt				

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 6**

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

**QG1C. AGREEMENT WITH STATEMENT - 'I find it easy to understand the different options available in the communications market.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE							AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Disagree strongly	211 14%	10 11%	88 13%	52 11%	85 12%	41 16% f	39 10%	33 12%	55 13%	19 15%	14 6%	50 9%	77 18% jk	32 23% jk	69 28% jkl	38 34% jklm	36 7%	60 12% p	115 25% pq
Disagree slightly	256 17%	16 17%	129 19%	77 17%	126 18%	55 21%	68 17%	49 19%	79 18%	20 16%	30 12%	93 16%	84 20% jk	29 21% j	49 19% j	20 18%	72 13%	93 18% p	91 20% p
TOTAL DISAGREE	467 31%	26 28%	217 32%	129 28%	211 30%	96 36% f	106 27%	81 31%	134 31%	38 31%	44 18%	143 25% j	162 38% jk	61 43% jk	118 47% jkl	57 52% jklm	108 20%	153 30% p	206 46% pq
Agree slightly	485 32%	34 37%	240 35%	162 35%	250 36%	91 35%	141 36%	98 37%	151 34%	41 33%	81 33% no	205 35% mno	133 31% no	39 28%	66 26%	27 24%	178 33% r	189 37% r	118 26%
Agree strongly	489 33%	31 33%	210 31%	158 34%	218 31%	68 26%	134 34% e	80 30%	139 32%	43 35%	109 45% klmno	216 37% lmno	117 28% no	31 22% o	47 19%	16 14%	230 43% qr	160 31% r	99 22%
TOTAL AGREE	974 65%	65 70%	450 66%	321 70%	468 67%	159 60%	276 71% e	177 68%	290 66%	84 68%	190 78% klmno	421 72% lmno	250 59% mno	70 50% o	113 45%	42 38%	408 76% qr	350 68% r	216 48%
Don't know	59 4%	2 2%	19 3%	10 2%	17 2%	8 3%	8 2%	4 2%	15 3%	1 1%	10 4%	16 3%	12 3%	9 7% kl	21 8% jkl	11 10% jkl	20 4%	11 2%	28 6% pq

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 6**

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

**QG1C. AGREEMENT WITH STATEMENT - 'I find it easy to understand the different options available in the communications market.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Disagree strongly	211 14%	90 12%	121 16% a	51 13%	59 13%	41 16%	60 15%	110 13%	101 15%	175 13%	36 19% i	177 14%	16 13%	10 13%	** **
Disagree slightly	256 17%	111 15%	145 19% a	66 17%	74 16%	43 17%	73 18%	140 17%	117 18%	228 17%	28 15%	219 17%	17 14%	14 19%	** **
TOTAL DISAGREE	467 31%	202 27%	266 35% a	117 30%	133 29%	84 33%	133 33%	250 30%	217 33%	404 31%	64 35%	396 31%	33 27%	24 33%	** **
Agree slightly	485 32%	249 33%	236 31%	133 34% f	151 33% f	90 35% f	111 28%	284 34%	201 31%	422 32%	63 34%	416 33%	37 29%	20 27%	** **
Agree strongly	489 33%	267 36% b	222 30%	125 32%	164 36% e	75 29%	126 32%	288 34%	201 31%	440 33% j	49 26%	403 32%	49 39% k	26 36%	** **
TOTAL AGREE	974 65%	515 69% b	458 61%	258 67% f	315 69% f	164 64%	237 60%	572 68% h	401 61%	862 66%	112 61%	819 65%	86 69%	45 63%	** **
Don't know	59 4%	31 4%	28 4%	13 3%	10 2%	9 3%	28 7% cde	22 3%	36 6% g	50 4%	9 5%	44 3%	6 5%	3 4%	** **

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 7**

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

**QG1D. AGREEMENT WITH STATEMENT - 'It's too hard to work out whether I would save or not if I switched provider.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Disagree strongly	281	45	16	60	44	42	45	114	68	34	17	59	61	51	23	62	49	9	10	58	59
	19%	16%	11%	19%	24%	14%	18%	23%	22%	17%	11%	21%	26%	17%	11%	18%	25%	12%	10%	21%	21%
Disagree slightly	323	52	44	64	38	60	63	109	68	42	50	53	55	65	61	68	39	13	31	64	64
	22%	19%	29%	20%	21%	20%	25%	22%	22%	20%	32%	19%	24%	21%	30%	20%	20%	18%	34%	23%	22%
TOTAL DISAGREE	605	97	61	125	82	103	108	223	136	75	67	112	116	116	84	131	89	22	41	122	123
	40%	35%	40%	40%	44%	34%	43%	45%	45%	37%	43%	40%	49%	38%	42%	39%	44%	30%	44%	44%	43%
Agree slightly	419	76	51	91	55	83	76	133	79	53	48	89	68	78	61	98	60	24	30	78	91
	28%	28%	34%	29%	29%	28%	31%	27%	26%	26%	30%	32%	29%	25%	30%	29%	30%	32%	32%	28%	32%
Agree strongly	371	80	34	83	43	87	53	111	73	61	33	68	46	87	48	90	45	23	17	66	63
	25%	29%	23%	26%	23%	29%	21%	22%	24%	30%	21%	24%	19%	28%	24%	27%	23%	30%	19%	24%	22%
TOTAL AGREE	791	157	86	174	98	170	129	245	152	114	81	156	114	165	109	188	105	47	47	144	154
	53%	57%	57%	55%	53%	56%	52%	49%	50%	56%	51%	56%	48%	54%	54%	56%	52%	63%	51%	52%	54%
Don't know	105	22	5	16	6	28	12	31	17	14	10	9	6	26	9	19	7	5	4	13	10
	7%	8%	3%	5%	3%	9%	5%	6%	6%	7%	6%	3%	2%	8%	4%	6%	3%	7%	5%	5%	3%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 7**

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

**QG1D. AGREEMENT WITH STATEMENT - 'It's too hard to work out whether I would save or not if I switched provider.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12	
		BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Disagree strongly	281	125	40	103	62	33	17	254	160	109	24	132	39	107	64	35	86	100	79	106	24
	19%	18%	16%	21%	14%	28%	18%	20%	21%	19%	19%	19%	21%	23%	15%	30%	19%	17%	20%	16%	28%
				d		cd								n	n			s		rs	
Disagree slightly	323	160	42	112	87	24	17	286	192	109	34	165	38	115	85	27	110	127	92	143	16
	22%	23%	17%	23%	20%	20%	18%	22%	25%	19%	26%	24%	21%	25%	21%	22%	24%	21%	23%	22%	19%
		b							i		i			n							
TOTAL DISAGREE	605	286	81	215	149	57	34	540	352	218	58	296	77	221	150	62	196	226	171	249	40
	40%	42%	33%	44%	34%	48%	36%	42%	46%	37%	44%	43%	42%	48%	36%	52%	43%	38%	43%	38%	47%
		b		d		d			i					n		n		s		s	
Agree slightly	419	212	65	135	139	32	28	347	205	166	31	213	46	132	126	33	137	160	117	180	24
	28%	31%	26%	28%	32%	27%	30%	27%	27%	29%	24%	31%	25%	29%	30%	27%	30%	27%	30%	28%	28%
		b																			
Agree strongly	371	157	83	116	124	25	26	302	173	152	33	157	51	92	115	23	106	166	95	175	18
	25%	23%	34%	24%	28%	21%	28%	24%	22%	26%	25%	23%	28%	20%	28%	19%	23%	28%	24%	27%	22%
			a		c					h					mo			p			
TOTAL AGREE	791	369	148	251	263	57	55	649	378	318	64	371	97	224	241	55	243	326	212	355	42
	53%	54%	60%	52%	60%	49%	59%	51%	49%	55%	49%	53%	53%	49%	58%	47%	53%	55%	54%	54%	50%
			a		ce					h					mo						
Don't know	105	31	18	20	27	3	5	84	42	46	9	29	10	13	26	2	20	40	12	48	2
	7%	4%	7%	4%	6%	3%	5%	7%	5%	8%	7%	4%	5%	3%	6%	1%	4%	7%	3%	7%	3%
			a							h					mo			p		rt	

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 7**

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

**QG1D. AGREEMENT WITH STATEMENT - 'It's too hard to work out whether I would save or not if I switched provider.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE							AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Disagree strongly	281	17	125	86	132	48	75	53	71	29	58	126	69	20	28	8	125	99	57
	19%	18%	18%	19%	19%	18%	19%	20%	16%	24% h	24% lmno	22% lmno	16% no	14% o	11%	8%	23% qr	19% r	13%
Disagree slightly	323	17	160	110	165	61	93	72	96	35	58	137	88	27	40	13	128	113	83
	22%	18%	23%	24%	24%	23%	24%	27% h	22%	28%	24% no	24% no	21% no	19% o	16%	12%	24% r	22%	18%
TOTAL DISAGREE	605	34	286	196	296	109	168	125	167	64	115	263	157	47	69	21	252	212	140
	40%	36%	42%	43%	43%	42%	43%	48% h	38%	52% h	47% lmno	45% lmno	37% no	34% no	27% o	19%	47% qr	41% r	31%
Agree slightly	419	28	212	137	213	83	121	77	140	34	61	173	120	40	66	25	147	156	117
	28%	30%	31%	30%	31%	31%	31%	29%	32%	27%	25%	30% o	28%	29%	26%	23%	27%	30% r	26%
Agree strongly	371	26	157	106	157	60	86	54	105	25	44	114	123	44	90	46	94	125	152
	25%	28%	23%	23%	23%	23%	22%	21%	24%	20%	18%	20%	29% jk	31% jk	36% jkl	42% jklm	18%	24% p	34% pq
TOTAL AGREE	791	55	369	243	371	142	207	131	245	59	105	287	243	84	156	72	241	281	269
	53%	59%	54%	53%	53%	54%	53%	50%	56% i	47%	43%	49% j	57% jk	60% jk	62% jk	65% jkl	45%	55% p	60% pq
Don't know	105	5	31	20	29	11	15	6	27	1	24	31	23	9	27	18	42	21	41
	7%	5%	4%	4%	4%	4%	4%	2%	6% gi	1%	10% kl	5%	5%	6%	11% klm	16% jklmn	8% q	4%	9% q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 7**

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

**QG1D. AGREEMENT WITH STATEMENT - 'It's too hard to work out whether I would save or not if I switched provider.'**  
**by ALL MARKET CROSS-BREAKS**

Base : All respondents

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Disagree strongly	281	158	123	81	98	41	61	179	102	245	36	235	24	14	**
	19%	21%	16%	21%	21%	16%	15%	21%	16%	19%	19%	19%	19%	19%	**
		b		ef	ef			h							
Disagree slightly	323	176	147	84	112	56	72	196	128	283	41	283	23	10	**
	22%	24%	20%	22%	24%	22%	18%	23%	19%	21%	22%	22%	18%	13%	**
		b		f	f			h				m			
TOTAL DISAGREE	605	334	270	165	210	97	133	375	230	528	76	518	46	23	**
	40%	45%	36%	42%	46%	38%	33%	44%	35%	40%	41%	41%	37%	32%	**
		b		f	ef			h				m			
Agree slightly	419	197	222	116	124	72	107	240	179	368	51	351	34	19	**
	28%	26%	30%	30%	27%	28%	27%	28%	27%	28%	28%	28%	27%	27%	**
Agree strongly	371	167	205	87	98	72	114	185	186	323	49	305	32	25	**
	25%	22%	27%	23%	21%	28%	29%	22%	28%	25%	27%	24%	26%	34%	**
			a			cd	cd		g					k	
TOTAL AGREE	791	364	427	203	222	144	221	425	365	690	100	657	66	44	**
	53%	49%	57%	52%	49%	56%	56%	50%	56%	52%	54%	52%	53%	61%	**
			a			d	d		g					k	
Don't know	105	49	55	19	25	16	44	45	60	97	8	83	12	5	**
	7%	7%	7%	5%	6%	6%	11%	5%	9%	7%	4%	7%	10%	7%	**
							cde		g	j					

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 8**

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

**QG1E. AGREEMENT WITH STATEMENT - 'I would be wary of using a provider I had not heard of.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Disagree strongly	77 5%	15 5%	5 3%	13 4%	14 8% bc	13 4%	12 5%	29 6%	20 6%	9 4%	6 4%	13 5%	16 7%	11 4%	10 5%	18 5%	16 8% m	2 3%	3 3%	14 5%	22 8% q
Disagree slightly	149 10%	17 6%	21 14% a	31 10% a	22 12% a	19 6%	22 9%	56 11% e	36 12% e	14 7%	19 12% i	35 13% i	27 12% i	24 8%	25 12% m	30 9% m	25 12% m	6 8%	14 15%	30 11%	31 11%
TOTAL DISAGREE	226 15%	32 12%	26 17% a	44 14% ac	37 20% ac	33 11%	34 14%	85 17% e	56 18% ef	23 12%	25 16%	48 17% i	43 18% i	35 11%	35 17% m	48 14% mo	41 20% mo	8 10%	17 18%	44 16% q	53 18% q
Agree slightly	386 26%	65 23%	51 34% acd	72 23%	47 25%	69 23%	79 32% eg	115 23%	91 30% eg	51 25%	52 33% ik	67 24%	64 27%	70 23%	62 31% mo	82 24%	50 25%	13 18%	29 32% q	74 27% q	74 26%
Agree strongly	834 56%	169 61% bd	73 48%	188 60% b	98 53%	189 63% fgh	126 51%	280 56% h	151 50%	122 60% j	76 48%	156 56% j	124 53%	192 63% np	98 48%	197 58% n	107 53%	50 67% rst	45 48%	153 55%	155 54%
TOTAL AGREE	1220 81%	234 85% d	123 82%	260 83%	145 78%	258 86% gh	205 82%	395 79%	243 80%	172 85%	127 81%	224 81%	188 80%	262 85% np	159 79%	279 83%	157 78%	64 85%	74 80%	228 82%	229 80%
Don't know	53 4%	9 3%	2 1%	10 3%	3 2%	10 3%	11 4% h	19 4% h	6 2%	8 4%	5 3%	6 2%	5 2%	10 3%	7 4%	10 3%	4 2%	4 5%	2 2%	8 3%	6 2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QG1E. AGREEMENT WITH STATEMENT - 'I would be wary of using a provider I had not heard of.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Disagree strongly	77 5%	39 6% b	8 3%	27 6%	20 5%	12 10% cd	6 7%	67 5%	46 6%	27 5%	8 6%	39 6% l	5 3%	27 6%	17 4%	8 7%	22 5%	33 6%	26 7%	29 4%	7 8%
Disagree slightly	149 10%	73 11% b	18 7%	56 12% d	35 8%	14 12%	7 7%	128 10%	91 12% i	42 7%	18 14% i	78 11%	18 10%	56 12%	40 10%	15 13%	56 12% q	47 8%	48 12% s	55 8%	12 14% s
TOTAL DISAGREE	226 15%	112 16% b	26 11%	84 17% d	55 12%	26 22% d	13 14%	195 15%	137 18% i	70 12%	26 20% i	117 17%	23 13%	83 18% n	57 14%	23 20% n	78 17% q	80 13%	74 19% s	84 13%	18 22% s
Agree slightly	386 26%	177 26%	59 24%	127 26%	107 24%	26 22%	22 24%	333 26%	217 28% i	137 24%	36 28%	184 26%	50 27%	129 28%	104 25%	31 26%	114 25%	150 25%	108 27%	156 24%	23 27%
Agree strongly	834 56%	380 55%	153 62% a	264 54%	264 60% c	64 55%	55 59%	700 55%	394 51%	352 61% hj	66 50%	378 54%	104 56%	235 51%	243 58% m	63 53%	255 56%	343 58%	205 52%	389 60% rt	43 51%
TOTAL AGREE	1220 81%	556 81%	212 86% a	391 80%	372 85% ce	91 77%	78 84%	1033 81%	611 79%	490 84% hj	102 78%	562 81%	154 84%	364 79%	348 84% m	94 79%	369 80%	493 83%	313 79%	545 84% r	65 78%
Don't know	53 4%	17 2%	8 3%	12 2%	13 3%	1 1%	2 2%	45 4%	23 3%	23 4%	3 2%	18 3%	7 4%	12 3%	12 3%	2 1%	12 3%	20 3%	8 2%	23 4%	* **%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QG1E. AGREEMENT WITH STATEMENT - 'I would be wary of using a provider I had not heard of.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Disagree strongly	77 5%	6 7%	39 6%	22 5%	39 6%	18 7%	19 5%	18 7%	20 5%	11 9% h	14 6% mn	35 6% mn	22 5% mn	2 1%	6 2%	4 4%	28 5% r	36 7% r	13 3%
Disagree slightly	149 10%	7 7%	73 11%	56 12%	78 11%	23 9%	48 12%	35 13%	43 10%	16 13%	30 12% mno	66 11% mn	39 9% mn	7 5%	15 6%	8 7%	60 11% r	59 11% r	30 7%
TOTAL DISAGREE	226 15%	13 14%	112 16%	78 17%	117 17%	41 16%	67 17%	52 20% h	63 14%	27 22% h	43 18% mno	101 17% mno	61 15% mn	8 6%	20 8%	12 11% m	89 17% r	95 18% r	43 10%
Agree slightly	386 26%	22 24%	177 26%	114 25%	184 26%	74 28%	97 25%	76 29%	107 24%	31 25%	67 27% no	164 28% mno	109 26% no	31 22% o	46 18%	16 14%	151 28% r	147 29% r	89 20%
Agree strongly	834 56%	55 59%	380 55%	255 56%	378 54%	141 54%	216 55%	130 50%	255 58% g	64 52%	119 49%	293 50%	245 58% jk	98 70% jkl	177 70% jkl	79 71% jkl	273 51%	254 49%	307 68% pq
TOTAL AGREE	1220 81%	78 84%	556 81%	369 80%	562 81%	215 82%	313 80%	206 79%	361 82%	96 77%	186 76%	457 79%	354 83% jk	129 92% jklo	223 89% jkl	95 85% jk	424 79%	401 78%	396 88% pq
Don't know	53 4%	2 2%	17 2%	12 3%	18 3%	7 3%	10 2%	4 1%	15 3% g	2 1%	14 6% lm	22 4% l	9 2%	3 2%	8 3%	5 4%	23 4% r	18 4%	12 3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 8**

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

**QG1E. AGREEMENT WITH STATEMENT - 'I would be wary of using a provider I had not heard of.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Disagree strongly	77	42	35	16	24	14	23	41	36	67	10	62	9	4	**
	5%	6%	5%	4%	5%	5%	6%	5%	6%	5%	5%	5%	7%	5%	**
Disagree slightly	149	87	62	40	50	22	38	89	60	132	17	132	11	4	**
	10%	12%	8%	10%	11%	9%	9%	11%	9%	10%	9%	11%	9%	5%	**
		b										m			
TOTAL DISAGREE	226	129	97	56	74	36	60	130	96	199	27	195	21	7	**
	15%	17%	13%	14%	16%	14%	15%	15%	15%	15%	15%	15%	16%	10%	**
		b													
Agree slightly	386	207	180	110	121	67	89	231	156	329	58	333	28	14	**
	26%	28%	24%	28%	26%	26%	22%	27%	24%	25%	31%	26%	23%	20%	**
		b		f				h			i				
Agree strongly	834	388	446	212	249	144	229	461	373	740	94	689	68	49	**
	56%	52%	59%	55%	54%	56%	58%	55%	57%	56%	51%	55%	54%	68%	**
			a											kl	
TOTAL AGREE	1220	594	626	321	370	211	318	691	529	1068	152	1022	96	63	**
	81%	79%	83%	83%	81%	82%	80%	82%	81%	81%	82%	81%	77%	88%	**
			a											l	
Don't know	53	25	29	10	13	10	20	23	30	48	5	41	8	1	**
	4%	3%	4%	3%	3%	4%	5%	3%	5%	4%	3%	3%	7%	2%	**
							cd		g				km		

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 9**

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

**QG1F. AGREEMENT WITH STATEMENT - 'I can easily work out my or my household's communications needs and usage.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Disagree strongly	136	27	6	27	17	31	19	43	24	20	8	18	13	29	13	25	13	11	5	16	21
	9%	10%	4%	9%	9%	10%	8%	9%	8%	10%	5%	6%	6%	9%	6%	7%	6%	15% rst	5%	6%	7%
Disagree slightly	161	29	22	27	18	35	35	44	31	22	12	23	21	26	25	30	18	7	11	22	29
	11%	11%	14%	9%	10%	11%	14%	9%	10%	11%	7%	8%	9%	8%	12%	9%	9%	9%	12%	8%	10%
TOTAL DISAGREE	297	56	27	54	35	66	54	87	55	42	20	41	35	54	38	55	31	18	16	38	50
	20%	20%	18%	17%	19%	22%	22%	17%	18%	21%	13%	15%	15%	18%	19%	16%	16%	25% s	17%	14%	18%
Agree slightly	462	84	58	93	45	88	94	138	97	66	66	92	61	93	75	106	47	18	40	101	75
	31%	30%	38%	30%	24%	29%	38%	28%	32%	32%	42%	33%	26%	30%	37%	32%	23%	24%	43%	36%	26%
Agree strongly	684	128	63	157	104	132	90	260	143	92	70	140	136	153	86	166	120	36	37	134	156
	46%	47%	42%	50%	56%	44%	36%	52%	47%	45%	44%	51%	58%	50%	42%	49%	60%	48%	40%	48%	54%
TOTAL AGREE	1146	212	121	250	149	221	184	398	240	158	136	232	197	247	160	273	167	54	76	236	232
	76%	77%	80%	80%	80%	73%	74%	80%	79% e	77%	86% i	84% i	84% i	80%	79%	81%	83%	72%	83% q	84% q	81% q
Don't know	57	7	2	10	1	15	11	15	9	4	2	5	4	6	4	9	3	3	*	6	5
	4%	3%	2%	3%	1%	5%	4%	3%	3%	2%	1%	2%	2%	2%	2%	3%	1%	4% r	4% *	2%	2%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 9**

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

**QG1F. AGREEMENT WITH STATEMENT - 'I can easily work out my or my household's communications needs and usage.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Disagree strongly	136 9%	49 7%	29 12% a	37 8%	41 9%	8 7%	6 6%	113 9%	60 8%	57 10%	11 9%	46 7%	14 7%	29 6%	30 7%	7 6%	35 8%	45 8%	29 7%	50 8%	5 6%
Disagree slightly	161 11%	66 10%	30 12%	49 10% e	46 11% e	6 5%	9 9%	136 11%	76 10%	68 12% j	9 7%	65 9%	13 7%	41 9%	37 9%	8 7%	41 9%	58 10%	33 8%	66 10%	5 6%
TOTAL DISAGREE	297 20%	115 17%	59 24% a	86 18%	87 20% e	14 12%	14 15%	249 20%	136 18%	125 21% hj	20 15%	111 16%	27 15%	71 15%	67 16%	15 12%	76 16%	104 17%	62 16%	116 18%	10 11%
Agree slightly	462 31%	217 32% b	64 26%	148 30%	132 30%	32 27%	27 30%	393 31%	249 32%	168 29%	44 33%	228 33%	58 31%	150 33%	134 32%	33 28%	138 30%	183 31%	129 33%	192 29%	22 26%
Agree strongly	684 46%	341 50%	117 47%	245 50%	207 47%	70 60% cd	49 53%	583 46%	364 47%	261 45%	63 48%	344 49%	98 53%	230 50%	208 50%	70 59% mn	235 51%	294 50%	196 50%	329 50%	52 62% rs
TOTAL AGREE	1146 76%	558 81% b	181 73%	393 81%	339 77%	103 87% cd	77 82%	976 77%	614 80% i	429 74%	106 81% i	572 82%	156 85%	381 83%	342 82%	103 87%	373 81%	477 81%	325 82%	521 80%	73 87% s
Don't know	57 4%	13 2%	8 3%	7 2%	13 3% ce	1 1%	2 2%	48 4%	22 3%	28 5% h	5 4%	13 2%	2 1%	7 2%	7 2%	1 1%	11 2%	12 2%	7 2%	15 2%	1 1%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 9**

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

**QG1F. AGREEMENT WITH STATEMENT - 'I can easily work out my or my household's communications needs and usage.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE							AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Disagree strongly	136 9%	6 6%	49 7%	35 8%	46 7%	17 7%	25 6%	22 8%	27 6%	9 7%	20 8%	45 8%	36 9%	16 11% k	35 14% jkl	19 17% jkl	37 7%	41 8%	58 13% pq
Disagree slightly	161 11%	9 9%	66 10%	41 9%	65 9%	28 11%	35 9%	26 10%	38 9%	9 7%	26 11%	49 8%	50 12% k	20 14% k	36 14% k	16 15% k	57 11%	42 8%	62 14% q
TOTAL DISAGREE	297 20%	14 15%	115 17%	76 16%	111 16%	45 17%	59 15%	48 18%	65 15%	17 14%	46 19%	94 16%	86 20% k	36 25% jk	71 28% jkl	35 31% jkl	94 18%	83 16%	120 27% pq
Agree slightly	462 31%	27 30%	217 32%	138 30%	228 33%	92 35%	120 31%	85 32% i	144 33% i	28 23%	70 29%	187 32% no	138 33% no	40 28%	67 27%	27 25%	155 29%	183 36% pr	123 27%
Agree strongly	684 46%	49 53%	341 50%	235 51%	344 49%	123 47%	203 52%	126 48%	218 50%	77 62% gh	103 42%	286 49% jmno	193 46%	60 42%	103 41%	43 39%	253 47%	240 47%	192 43%
TOTAL AGREE	1146 76%	77 82%	558 81%	373 81%	572 82%	215 82%	322 83%	211 80%	362 83%	106 85%	173 71%	473 81% jmno	331 78% jmno	99 71%	170 68%	71 63%	408 76% r	423 82% pr	315 70%
Don't know	57 4%	2 2%	13 2%	11 2%	13 2%	4 1%	8 2%	3 1%	11 3%	1 1%	25 10% klmno	14 2%	7 2%	5 4% l	11 4% kl	6 5% kl	34 6% qr	8 2%	15 3% q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 9**

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

**QG1F. AGREEMENT WITH STATEMENT - 'I can easily work out my or my household's communications needs and usage.'**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Disagree strongly	136	48	87	26	37	22	50	63	73	122	13	114	7	10	**
	9%	6%	12% a	7%	8%	9%	13% cde	7%	11% g	9%	7%	9%	6%	13% l	**
Disagree slightly	161	74	88	40	48	29	44	88	73	141	20	136	15	6	**
	11%	10%	12%	10%	10%	11%	11%	10%	11%	11%	11%	11%	12%	9%	**
TOTAL DISAGREE	297	122	175	66	85	52	94	151	146	264	33	250	22	16	**
	20%	16%	23% a	17%	19%	20%	24% cd	18%	22% g	20%	18%	20%	18%	22%	**
Agree slightly	462	234	228	126	141	81	114	267	195	409	53	387	41	18	**
	31%	31%	30%	33%	31%	31%	29%	32%	30%	31%	29%	31%	33%	25%	**
Agree strongly	684	363	321	185	216	115	169	401	283	591	93	577	56	37	**
	46%	49% b	43%	48%	47%	45%	42%	47% h	43%	45%	50%	46%	45%	51%	**
TOTAL AGREE	1146	597	549	311	357	196	282	668	478	1001	145	964	96	55	**
	76%	80% b	73%	80% f	78% f	76% f	71%	79% h	73%	76%	79%	77%	77%	76%	**
Don't know	57	29	28	10	16	10	21	26	31	51	6	44	6	1	**
	4%	4%	4%	3%	3%	4%	5% c	3%	5% g	4%	3%	4%	5%	2%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 10**

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

**QG2A. How confident do you feel about the following - Choosing the best mobile deal for you?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for a mobile phone

	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX				
	INTER-				INTER-				INTER-				INTER-				INTER-				
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2300	433	226	475	307	529	426	830	493	338	237	439	381	468	307	509	307	127	137	439	463
Effective Weighted Sample	2168	405	213	448	289	496	400	784	468	316	223	414	360	441	288	479	290	119	128	413	437
Total	1366	239	125	271	176	301	249	499	304	191	139	258	225	266	181	296	190	69	78	253	273
Very confident	581	100	40	107	78	101	90	245	144	65	57	121	101	91	67	128	94	21	27	104	128
	43%	42% b	32%	39%	44% b	33%	36%	49% ef	47% ef	34%	41%	47% i	45% i	34%	37%	43% m	49% mn	30%	35%	41% q	47% qr
Fairly confident	530	79	63	103	72	121	110	173	118	80	66	90	91	111	82	109	64	30	37	102	99
	39%	33%	51% acd	38%	41% a	40% g	44% g	35%	39%	42% k	48% k	35%	40%	42% p	45% op	37%	34%	43%	48% t	40%	36%
TOTAL CONFIDENT	1111	179	103	210	151	222	200	418	262	145	123	211	192	202	149	237	158	50	65	206	227
	81%	75%	82% a	77%	85% ac	74%	80% e	84% e	86% ef	76%	88% ik	82%	85% i	76%	82% m	80%	83% m	73%	83%	81% q	83% q
Not very confident	161	32	16	43	17	43	36	54	27	29	10	31	24	33	25	41	21	11	10	31	31
	12%	13%	13%	16% d	10%	14% gh	15% h	11%	9%	15% j	7%	12%	11%	12%	14%	14%	11%	16%	12%	12%	11%
Not at all confident	73	22	4	13	8	26	10	19	15	10	6	11	8	22	6	15	9	6	2	12	13
	5%	9% bcd	3%	5%	4%	9% fgh	4%	4%	5%	5%	4%	4%	4%	8% n	3%	5%	5%	8%	3%	5%	5%
TOTAL NOT CONFIDENT	234	54	20	56	25	70	46	73	42	39	16	43	32	54	31	56	31	16	12	42	44
	17%	22% d	16%	21% d	14%	23% gh	19% h	15%	14%	20% jl	12%	17%	14%	20%	17%	19%	16%	24%	15%	17%	16%
Don't know	21	7	2	5	*	9	3	8	*	6	-	4	1	10	2	3	1	2	1	5	2
	2%	3% d	2%	2% d	*%	3% fgh	1%	2% h	*%	3% jl	-%	2%	*%	4% nop	1%	1%	1%	3% t	2%	2%	1%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 10**

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

**QG2A. How confident do you feel about the following - Choosing the best mobile deal for you?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for a mobile phone

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2300	1094	358	812	629	196	172	2128	1273	1005	218	1105	298	754	641	195	700	897	614	977	135
Effective Weighted Sample	2168	1030	337	765	591	185	162	2007	1202	946	207	1040	280	711	602	184	660	843	579	918	128
Total	1366	627	191	457	355	113	93	1273	771	582	131	642	176	439	374	112	413	524	364	570	83
Very confident	581	255	71	188	136	52	39	542	336	244	61	269	77	187	158	54	181	200	144	236	41
	43%	41%	37%	41%	38%	46% d	42%	43%	44%	42%	47%	42%	44%	43%	42%	48%	44% q	38%	39%	41%	49% r
Fairly confident	530	252	70	182	135	41	38	491	314	208	51	260	69	184	143	43	157	210	155	211	29
	39%	40%	36%	40%	38%	37%	41%	39%	41% i	36%	39%	41%	39%	42%	38%	38%	38%	40%	43% s	37%	36%
TOTAL CONFIDENT	1111	507	141	371	272	94	78	1034	651	452	112	530	147	371	301	96	338	410	298	447	70
	81%	81% b	74%	81% d	76%	83%	83%	81%	84% i	78%	85% i	83%	83%	84%	81%	86%	82%	78%	82%	78%	85%
Not very confident	161	80	29	56	52	13	10	151	90	70	13	75	20	46	49	11	52	67	49	70	8
	12%	13%	15%	12%	15%	11%	11%	12%	12%	12%	10%	12%	11%	10%	13%	10%	13%	13%	14%	12%	9%
Not at all confident	73	31	15	24	23	5	4	68	26	44	6	28	7	19	17	5	17	36	15	38	5
	5%	5%	8% a	5%	6%	4%	5%	5%	3%	8% h	4%	4%	4%	4%	5%	4%	4%	7% p	4%	7% r	6%
TOTAL NOT CONFIDENT	234	111	45	80	75	18	15	219	116	115	19	103	27	64	66	15	69	103	64	107	12
	17%	18%	23% a	17%	21%	16%	16%	17%	15%	20% h	14%	16%	15%	15%	18%	14%	17%	20%	18%	19%	15%
Don't know	21	9	6	6	9	1	1	20	5	16	*	9	2	4	7	*	5	11	1	15	-
	2%	1%	3% a	1%	3%	1%	1%	2%	1%	3% hi	h	1%	1%	1%	2%	h	1%	2%	h	3% r	-

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 10**

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

**QG2A. How confident do you feel about the following - Choosing the best mobile deal for you?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for a mobile phone

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	172	1094	700	1105	445	597	425	689	203	362	793	740	254	405	151	770	782	748
Effective Weighted Sample	2168	162	1030	660	1040	418	564	401	647	193	350	768	708	248	396	147	744	743	718
Total	1366	93	627	413	642	248	354	249	392	120	239	549	396	114	183	69	520	482	364
Very confident	581	39	255	181	269	95	153	99	162	54	130	261	137	37	53	16	275	197	109
	43%	42%	41%	44%	42%	38%	43%	40%	41%	45%	55% klmno	47% lmno	35% no	33% o	29%	23%	53% qr	41% r	30%
Fairly confident	530	38	252	157	260	105	141	112	148	52	92	209	169	41	61	19	196	200	135
	39%	41%	40%	38%	41%	42%	40%	45% h	38%	43%	38% o	38% o	43% no	36%	33%	28%	38%	41%	37%
TOTAL CONFIDENT	1111	78	507	338	530	200	294	210	310	106	222	470	306	78	114	35	471	397	244
	81%	83%	81%	82%	83%	81%	83%	85% h	79%	88% h	93% klmno	86% lmno	77% mno	69% o	62% o	51%	91% qr	82% r	67%
Not very confident	161	10	80	52	75	28	44	25	53	8	12	56	57	19	37	18	37	54	70
	12%	11%	13%	13%	12%	11%	12%	10%	14% i	7%	5%	10% j	14% jk	17% jk	20% jkl	25% jklm	7%	11% p	19% pq
Not at all confident	73	4	31	17	28	15	12	12	21	4	3	18	29	12	23	11	8	26	40
	5%	5%	5%	4%	4%	6% f	3%	5%	5%	4%	1%	3%	7% jk	10% jk	12% jkl	16% jkl	1%	5% p	11% pq
TOTAL NOT CONFIDENT	234	15	111	69	103	43	56	36	74	13	15	73	86	31	60	29	45	80	110
	17%	16%	18%	17%	16%	18%	16%	15%	19% i	10%	6%	13% j	22% jk	27% jk	33% jkl	41% jklm	9%	17% p	30% pq
Don't know	21	1	9	5	9	5	4	2	8	2	1	6	4	4	9	5	4	6	11
	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	4% jkl	5% jkl	8% jkl	1%	1%	3% pq

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 10**

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

**QG2A. How confident do you feel about the following - Choosing the best mobile deal for you?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2300	1111	1189	506	759	505	530	1265	1035	2013	287	1922	189	117	72
Effective Weighted Sample	2168	1049	1121	492	726	493	506	1203	971	1898	270	1811	179	110	68
Total	1366	686	681	363	428	235	340	791	575	1198	169	1145	113	66	41
Very confident	581	332	249	156	206	85	134	362	219	514	68	482	54	31	**
	43%	48% b	37%	43% e	48% ef	36%	39%	46% h	38%	43%	40%	42%	48%	47%	**
Fairly confident	530	247	283	143	164	97	125	308	222	463	67	451	39	19	**
	39%	36%	42% a	39%	38%	41%	37%	39%	39%	39%	40%	39% m	35%	28%	**
TOTAL CONFIDENT	1111	579	532	300	370	182	260	670	442	977	134	933	94	50	**
	81%	84% b	78%	83% ef	86% ef	78%	76%	85% h	77%	82%	80%	81%	83%	75%	**
Not very confident	161	75	87	45	36	35	45	82	80	143	18	135	12	10	**
	12%	11%	13%	12% d	9%	15% d	13% d	10%	14% g	12%	11%	12%	11%	16%	**
Not at all confident	73	24	49	14	16	16	27	30	43	57	15	60	6	5	**
	5%	4%	7% a	4%	4%	7% cd	8% cd	4%	7% g	5%	9% i	5%	5%	8%	**
TOTAL NOT CONFIDENT	234	99	136	59	53	51	71	112	122	201	33	195	18	16	**
	17%	14%	20% a	16% d	12%	22% cd	21% d	14%	21% g	17%	20%	17%	16%	24%	**
Don't know	21	8	13	4	5	2	9	10	11	20	1	17	2	1	**
	2%	1%	2%	1%	1%	1%	3% de	1%	2%	2%	1%	1%	2%	1%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 11**

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

**QG2A. How confident do you feel about the following - Choosing the best mobile deal for you?  
by MOBILE TRUST**

Base : Those responsible for a mobile phone

	Total	MOBILE TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		a	b	c	d
Unweighted total	2300	476	762	700	246
Effective Weighted Sample	2168	449	718	660	232
Total	1366	281	448	421	148
Very confident	581	177	181	147	60
	43%	63%	40%	35%	40%
		bcd	c		
Fairly confident	530	71	195	189	49
	39%	25%	43%	45%	33%
			ad	ad	a
TOTAL CONFIDENT	1111	248	376	336	108
	81%	88%	84%	80%	73%
		bcd	cd	d	
Not very confident	161	15	49	60	28
	12%	5%	11%	14%	19%
			a	a	ab
Not at all confident	73	13	17	21	12
	5%	5%	4%	5%	8%
					b
TOTAL NOT CONFIDENT	234	28	65	81	39
	17%	10%	15%	19%	26%
			a	ab	abc
Don't know	21	5	7	4	1
	2%	2%	2%	1%	*%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 12**

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

**QG2B. How confident do you feel about the following - Choosing the best deal for your household's communications needs (e.g. landline, mobile, broadband and TV)?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Very confident	445	89	39	96	65	80	66	176	98	61	49	104	85	84	52	119	79	20	20	94	104
	30%	32%	26%	31%	35% b	26%	26%	35% ef	32% e	30%	31%	38% i	36%	27%	26%	35% mn	39% mn	27%	22%	34% r	36% qr
Fairly confident	624	102	80	142	76	125	114	199	125	90	88	118	100	137	105	134	76	29	54	127	120
	42%	37%	53% acd	45% a	41%	42%	46% g	40%	41%	44%	56% ikl	42%	42%	44%	52% mop	40%	38%	39%	58% qst	45%	42%
TOTAL CONFIDENT	1068	191	119	238	141	205	180	374	223	151	137	222	185	221	157	253	155	49	74	221	223
	71%	69%	79% a	76% a	77% a	68%	72%	75% e	73%	74%	87% ikl	80% i	78%	72%	78% m	75%	77%	66%	80% q	79% q	78% q
Not very confident	237	45	22	46	29	47	51	66	45	35	14	36	35	42	32	52	33	14	13	37	43
	16%	16%	15%	15%	16%	16%	20% gh	13%	15%	17% j	9%	13%	15% j	14%	16%	15%	17%	19%	14%	13%	15%
Not at all confident	135	26	7	24	13	33	14	39	27	10	6	16	13	30	9	26	11	7	3	17	19
	9%	10% b	4%	8%	7%	11% f	6%	8%	9%	5%	4%	6%	5%	10% np	4%	8% n	5%	9%	4%	6%	6%
TOTAL NOT CONFIDENT	372	71	29	70	42	80	65	104	72	46	20	53	47	72	40	78	44	21	16	54	62
	25%	26% b	19%	22%	23%	26% g	26% g	21%	24%	22% j	13%	19% j	20% j	23%	20%	23%	22%	28% rs	18%	19%	22%
Don't know	60	13	3	6	2	16	4	20	10	7	1	3	4	15	4	6	2	4	2	4	2
	4%	5% bcd	2%	2%	1%	5% f	2%	4% f	3%	3% jk	1%	1%	2%	5% nop	2%	2%	1%	6% st	2%	2%	1%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 12**

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

**QG2B. How confident do you feel about the following - Choosing the best deal for your household's communications needs (e.g. landline, mobile, broadband and TV)?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Very confident	445	217	74	160	129	47	33	388	242	177	38	229	73	164	135	51	155	180	129	205	37
	30%	32%	30%	33%	29%	40% d	36%	31%	31%	30%	29%	33%	40% k	36%	33%	43% n	34%	30%	33%	31%	44% rs
Fairly confident	624	311	92	216	184	48	43	527	332	231	58	319	78	206	189	46	201	253	176	275	28
	42%	45% b	37%	44%	42%	41%	46%	41%	43%	40%	44%	46%	42%	45%	45%	39%	44%	43%	45% t	42%	34%
TOTAL CONFIDENT	1068	529	166	376	314	95	76	915	573	409	97	548	151	370	325	97	356	433	305	481	66
	71%	77% b	67%	77% d	71% d	81% d	81% g	72% g	74% i	70% i	74%	79%	82%	81%	78%	82%	78% q	73%	77%	74%	78%
Not very confident	237	102	42	73	70	15	12	199	122	86	21	100	22	60	60	14	67	91	62	97	12
	16%	15%	17%	15%	16%	13%	13%	16%	16%	15%	16%	14%	12%	13%	14%	11%	15%	15%	16%	15%	15%
Not at all confident	135	43	27	31	39	7	4	110	50	62	7	37	9	21	24	7	27	50	23	53	5
	9%	6%	11% a	6%	9%	6%	4%	9% f	6%	11% hj	5%	5%	5%	5%	6%	5%	6%	8% p	6%	8%	6%
TOTAL NOT CONFIDENT	372	145	69	103	108	22	16	309	172	148	27	137	31	82	84	20	94	141	85	150	18
	25%	21%	28% a	21%	25%	19%	17%	24% f	22%	25%	21%	20%	17%	18%	20%	17%	21%	24%	21%	23%	21%
Don't know	60	12	12	6	17	1	1	50	26	25	7	11	3	6	7	2	8	18	5	22	1
	4%	2%	5% a	1%	4% ce	1%	1%	4%	3%	4%	6%	2%	1%	1%	2%	1%	2%	3%	1%	3% r	1%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 12**

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

**QG2B. How confident do you feel about the following - Choosing the best deal for your household's communications needs (e.g. landline, mobile, broadband and TV)?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Very confident	445 30%	33 36%	217 32%	155 34%	229 33%	79 30%	131 34%	83 32%	143 33%	42 34%	68 28% no	198 34% jmno	126 30% no	36 26% o	52 21% o	16 14%	177 33% r	160 31% r	108 24%
Fairly confident	624 42%	43 46%	311 45%	201 44%	319 46%	125 48%	178 46%	120 46%	198 45%	56 45%	99 41%	249 43% o	180 42% o	57 41%	96 38%	39 35%	220 41%	228 44% r	176 39%
TOTAL CONFIDENT	1068 71%	76 81%	529 77%	356 78%	548 79%	204 78%	310 79%	204 78%	341 78%	97 79%	167 68% no	447 77% jlmno	306 72% no	93 66% no	148 59% o	55 49%	397 74% r	388 75% r	284 63%
Not very confident	237 16%	12 13%	102 15%	67 15%	100 14%	38 14%	57 15%	41 16%	58 13%	18 14%	34 14%	84 14%	68 16%	27 19% jk	51 20% jkl	24 21% jk	71 13%	79 15%	86 19% pq
Not at all confident	135 9%	4 4%	43 6%	27 6%	37 5%	18 7%	16 4%	15 6%	28 6%	7 6%	23 9% k	35 6%	40 10% k	15 10% k	38 15% jkl	23 21% jklmn	39 7%	36 7%	61 14% pq
TOTAL NOT CONFIDENT	372 25%	16 17%	145 21%	94 21%	137 20%	55 21%	73 19%	57 22%	87 20%	25 20%	56 23%	119 20%	108 26% k	42 30% jk	89 35% jkl	47 42% jklm	110 21%	115 22%	147 33% pq
Don't know	60 4%	1 1%	12 2%	8 2%	11 2%	4 1%	7 2%	2 1%	11 2% g	2 1%	20 8% klm	15 3%	9 2%	5 4%	15 6% kl	10 9% klm	29 5% q	12 2%	19 4% q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 12**

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

**QG2B. How confident do you feel about the following - Choosing the best deal for your household's communications needs (e.g. landline, mobile, broadband and TV)?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Very confident	445	259	185	127	147	67	104	274	171	383	61	375	39	24	**
	30%	35%	25%	33%	32%	26%	26%	32%	26%	29%	33%	30%	31%	33%	**
		b		ef	ef			h							
Fairly confident	624	306	318	163	195	111	155	358	265	549	74	537	48	16	**
	42%	41%	42%	42%	43%	43%	39%	42%	41%	42%	40%	43%	38%	23%	**
												m	m		
TOTAL CONFIDENT	1068	565	503	290	342	178	259	632	437	932	136	912	87	40	**
	71%	76%	67%	75%	75%	69%	65%	75%	67%	71%	74%	73%	70%	55%	**
		b		ef	ef			h				m	m		
Not very confident	237	104	132	59	69	40	68	128	108	209	27	197	18	16	**
	16%	14%	18%	15%	15%	16%	17%	15%	17%	16%	15%	16%	15%	22%	**
			a											k	
Not at all confident	135	51	85	24	30	30	52	54	81	118	17	112	8	12	**
	9%	7%	11%	6%	7%	12%	13%	6%	12%	9%	9%	9%	6%	17%	**
			a			cd	cd		g					kl	
TOTAL NOT CONFIDENT	372	155	217	84	99	70	120	183	189	328	44	309	26	28	**
	25%	21%	29%	22%	22%	27%	30%	22%	29%	25%	24%	25%	21%	39%	**
			a			cd	cd		g					kl	
Don't know	60	28	32	14	17	10	20	31	29	55	4	37	12	4	**
	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	2%	3%	9%	6%	**
													k		

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 13**

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

**QG2B. How confident do you feel about the following - Choosing the best deal for your household's communications needs (e.g. landline, mobile, broadband and TV)?**  
by TRUST CROSS-BREAKS

Base : All respondents

	Total	MOBILE TRUST				PAY TV TRUST				TRIPLE PLAY TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL	COMP- LETELY	A LOT	A BIT	NOT AT ALL	COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		a	b	c	d	~e	f	~g	~h	i	j	k	l
Unweighted total	2582	476	762	700	246	42	118	98	67	114	205	213	110
Effective Weighted Sample	2422	449	718	660	232	39	112	93	63	107	194	201	104
Total	1500	281	448	421	148	23	65	60	39	64	122	126	67
Very confident	445	143	120	101	44	**	18	**	**	36	46	31	14
	30%	51%	27%	24%	30%	**	28%	**	**	55%	38%	25%	21%
		bcd								jkl	kl		
Fairly confident	624	70	214	195	61	**	30	**	**	17	61	67	30
	42%	25%	48%	46%	41%	**	47%	**	**	27%	50%	53%	45%
			a	a	a						i	i	i
TOTAL CONFIDENT	1068	214	334	296	105	**	48	**	**	53	107	98	44
	71%	76%	75%	70%	71%	**	75%	**	**	83%	88%	78%	66%
		c								l	kl	l	
Not very confident	237	30	66	79	26	**	10	**	**	6	12	20	16
	16%	11%	15%	19%	18%	**	16%	**	**	10%	10%	16%	24%
			a	ab	a								ij
Not at all confident	135	25	33	29	16	**	5	**	**	3	1	6	6
	9%	9%	7%	7%	11%	**	7%	**	**	5%	1%	5%	8%
										j		j	j
TOTAL NOT CONFIDENT	372	55	99	107	42	**	15	**	**	9	13	27	21
	25%	19%	22%	25%	28%	**	23%	**	**	14%	11%	21%	32%
			a	a	ab						j	j	ijk
Don't know	60	13	15	18	1	**	1	**	**	2	2	2	1
	4%	5%	3%	4%	1%	**	2%	**	**	3%	1%	1%	2%
		d	d	d									

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 14**

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

**QL1a. Can I check who pays the bills for your home landline service, is it...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household landline service

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ENG-AGED																
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1700	513	279	572	323	1207	493	873	814	206	698	502	175	312	157	713	476	661	66	140
Effective Weighted Sample	1592	479	262	535	304	1135	461	821	759	194	656	472	165	291	148	670	447	624	62	132
Total	933	275	151	314	185	685	247	486	439	118	394	287	92	152	90	395	263	390	37	81
You	821	237	134	281	169	609	212	435	386	109	354	254	81	131	79	355	240	340	**	75
	88%	86%	88%	89%	91%	89%	86%	89%	88%	92%	90%	89%	88%	86%	88%	90%	91%	87%	**	92%
					a												q			
Another member of your household	105	38	17	33	16	72	33	51	54	9	40	32	11	21	11	39	22	46	**	6
	11%	14%	12%	11%	9%	11%	13%	11%	12%	8%	10%	11%	12%	14%	12%	10%	8%	12%	**	8%
		d																p		
Your company	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1	**	-
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	**	-%
Someone else	5	-	-	-	-	2	3	-	-	-	-	-	-	-	-	-	-	2	**	-
	1%	-%	-%	-%	-%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	**	-%
							e													

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 14**

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

**QL1a. Can I check who pays the bills for your home landline service, is it...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household landline service

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1700	45	537	616	273	502	229	264	638	798	817	883	404	534	378	384	938	762	1467	233
Effective Weighted Sample	1592	43	521	590	268	492	225	255	605	767	764	831	390	509	370	362	884	721	1374	218
Total	933	27	366	323	119	216	98	173	389	370	468	465	278	279	167	209	557	376	806	126
You	821	**	314	288	108	201	93	142	338	340	432	389	254	244	135	188	498	323	713	108
	88%	**	86%	89%	91%	93%	95%	82%	87%	92%	92%	84%	92%	87%	81%	90%	89%	86%	88%	85%
					b	bc	bc			gh	k		mn	n		n	q			
Another member of your household	105	**	49	33	10	15	5	30	46	29	34	71	22	33	31	18	55	50	88	16
	11%	**	13%	10%	9%	7%	5%	17%	12%	8%	7%	15%	8%	12%	19%	9%	10%	13%	11%	13%
			ef	ef				hi	i			j		l	lmo		p			
Your company	2	**	2	1	-	-	-	-	2	1	1	2	1	2	-	-	2	-	1	1
	*%	**	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%	1%
																			r	
Someone else	5	**	2	2	*	1	*	1	3	1	1	4	1	1	1	2	1	3	4	1
	1%	**	1%	1%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 14**

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

**QL1a. Can I check who pays the bills for your home landline service, is it...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household landline service

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1700	1425	127	93	55	592	379	336	166
Effective Weighted Sample	1592	1334	118	88	51	553	356	315	156
Total	933	785	69	48	30	309	221	192	90
You	821	686	63	**	**	277	185	176	80
	88%	87%	90%	**	**	89%	84%	92%	89%
						f		f	
Another member of your household	105	93	6	**	**	33	36	15	10
	11%	12%	9%	**	**	11%	16%	8%	11%
							eg		
Your company	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Someone else	5	4	1	**	**	-	-	-	-
	1%	1%	1%	**	**	-%	-%	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12 MONTHS			BUNDLE		STANDAL ONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	SWITCHE	NON-SWITCHERS	SWITCHE	NON SWITCHERS							
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
BT	309	97	52	115	45	165	145	86	223	28	59	106	27	118	17	69	114	42	**	19
	33%	35%	35%	36%	24%	24%	59%	18%	51%	24%	15%	37%	29%	77%	19%	17%	44%	11%	**	23%
		d	d	d			e		gi			j	j	kl			q			
Sky	221	62	45	72	41	204	16	137	84	26	129	75	8	9	32	105	27	170	**	16
	24%	22%	30%	23%	22%	30%	7%	28%	19%	22%	33%	26%	8%	6%	36%	27%	10%	44%	**	20%
			acd			f		h			klm	lm			o		p			
Virgin Media	192	59	30	64	39	181	10	111	80	23	106	75	5	5	19	92	23	148	**	18
	21%	21%	20%	21%	21%	27%	4%	23%	18%	20%	27%	26%	6%	3%	21%	23%	9%	38%	**	22%
						f		h			lm	lm					p			
TalkTalk	90	22	14	25	29	65	25	64	26	12	47	18	16	9	8	56	45	18	**	8
	10%	8%	9%	8%	16%	10%	10%	13%	6%	10%	12%	6%	18%	6%	9%	14%	17%	5%	**	10%
					abc			h		h	km		jk				q			
EE	28	8	3	11	7	20	8	23	6	6	17	3	6	2	3	20	15	3	**	4
	3%	3%	2%	4%	4%	3%	3%	5%	1%	5%	4%	1%	6%	1%	3%	5%	6%	1%	**	6%
								h		h	km		km				q			
Plusnet	27	5	3	9	10	17	10	24	3	7	16	1	8	2	5	19	14	3	**	5
	3%	2%	2%	3%	5%	2%	4%	5%	1%	6%	4%	1%	9%	1%	5%	5%	5%	1%	**	6%
					a			h		h	km		jk				q			
Post Office	13	5	*	3	4	7	6	11	2	4	5	2	6	*	1	10	5	*	**	2
	1%	2%	1%	1%	2%	1%	3%	2%	1%	3%	1%	1%	6%	1%	1%	3%	2%	1%	**	3%
			*		b		e	h		h			jk				q			
Utilities Warehouse	6	2	1	1	2	5	1	5	2	1	3	2	1	-	*	4	5	*	**	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	**	1%
													m		*		q			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INAC-TIVE	PASSIVE	INTER-		BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE	STANDAL ONE	STANDAL ONE NON	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SWITCHERS								
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Significance Level: 95%																				
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
KComm/ Kingston Communications	6 1%	2 1%	* *%	3 1%	* *%	3 *%	3 1%	1 *%	5 1%	- -%	- -%	3 1%	1 1%	3 2%	- -%	1 *%	3 1%	- -%	** **	- -%
Vodafone	6 1%	- -%	- -%	3 1%	3 2%	3 *%	2 1%	6 1%	- -%	4 3%	3 1%	- -%	2 3%	- -%	- -%	6 1%	3 1%	- -%	** **	3 4%
Southern Electric	2 *%	1 *%	- -%	1 *%	* *%	1 *%	1 *%	2 *%	- -%	* *%	1 *%	- -%	1 1%	- -%	1 1%	1 *%	1 *%	- -%	** **	* *%
Three (3) Mobile	2 *%	* *%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	* *%	1 1%	1 *%	- -%	* 1%	* *%	1 1%	* *%	- -%	- -%	** **	- -%
John Lewis	2 *%	- -%	- -%	1 *%	* *%	2 *%	- -%	2 *%	- -%	* *%	2 *%	- -%	- -%	- -%	1 1%	* *%	2 1%	- -%	** **	- -%
Now TV	1 *%	- -%	- -%	- -%	1 1%	1 *%	- -%	1 *%	- -%	1 1%	1 *%	- -%	- -%	- -%	- -%	1 *%	* *%	1 *%	** **	1 1%
AOL	1 *%	* *%	- -%	1 *%	- -%	- -%	1 *%	1 *%	* *%	- -%	- -%	- -%	1 1%	* *%	1 1%	- -%	- -%	- -%	** **	- -%
Orange	1 *%	- -%	1 1%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%
Eclipse	1 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	- -%	** **	- -%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

Prepared by Saville Rossiter-Base : 01727 899 399

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED															
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Other	9	6	*	1	2	3	6	8	2	2	2	1	5	1	2	6	3	-	**	2
	1%	2%	*%	*%	1%	*%	3%	2%	*%	2%	1%	*%	6%	1%	2%	2%	1%	-%	**	2%
		bc					e	h		h			jkm				q			
Don't know	10	6	1	3	1	2	7	5	5	1	1	1	4	3	1	4	1	1	**	1
	1%	2%	*%	1%	*%	*%	3%	1%	1%	1%	*%	1%	4%	2%	1%	1%	1%	*%	**	1%
		bd					e						jk	jk						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.**  
by LANDLINE CROSS-BREAKS

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
BT	309	**	92	104	53	109	56	39	105	165	157	152	96	92	50	71	188	121	248	61
	33%	**	25%	32%	45%	51%	57%	23%	27%	45%	34%	33%	35%	33%	30%	34%	34%	33%	31%	50%
				b	bc	bc	bcd			gh									r	
Sky	221	**	114	76	15	22	7	55	115	51	113	108	59	71	42	49	130	91	199	22
	24%	**	32%	24%	13%	10%	7%	32%	30%	14%	24%	23%	21%	26%	26%	24%	23%	24%	25%	18%
			cdef	def	f			i	i										s	
Virgin Media	192	**	78	78	17	29	12	39	87	65	98	94	67	52	36	37	119	73	187	5
	21%	**	22%	24%	15%	14%	12%	23%	23%	18%	21%	20%	24%	19%	21%	18%	22%	20%	23%	4%
			def	def					i				o						s	
TalkTalk	90	**	38	28	13	21	8	19	36	35	43	47	25	23	16	26	48	42	78	12
	10%	**	11%	9%	11%	10%	9%	11%	9%	9%	9%	10%	9%	8%	10%	12%	9%	11%	10%	10%
																m				
EE	28	**	13	9	3	5	1	6	14	9	11	17	8	10	6	5	18	11	23	5
	3%	**	4%	3%	3%	2%	2%	3%	4%	2%	2%	4%	3%	4%	4%	2%	3%	3%	3%	4%
Plusnet	27	**	8	10	5	8	3	5	8	14	14	13	10	8	5	4	18	9	19	8
	3%	**	2%	3%	4%	4%	3%	3%	2%	4%	3%	3%	4%	3%	3%	2%	3%	2%	2%	6%
										h									r	
Post Office	13	**	3	3	2	6	4	1	4	8	4	9	-	3	2	8	3	10	11	2
	1%	**	1%	1%	2%	3%	4%	1%	1%	2%	1%	2%	-%	1%	1%	4%	1%	3%	1%	1%
						bc	bc							l	l	lmn		p		
Utilities Warehouse	6	**	3	1	2	3	1	1	2	3	2	4	1	4	*	*	5	1	4	2
	1%	**	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	2%
					c															
KComm/ Kingston Communications	6	**	2	2	1	2	1	-	4	2	4	2	*	3	1	2	4	3	6	-
	1%	**	1%	1%	1%	1%	1%	-%	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	-%
Vodafone	6	**	2	2	1	1	1	2	2	2	3	2	2	2	2	-	4	2	4	1
	1%	**	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	-%	1%	*%	1%	1%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.**  
by LANDLINE CROSS-BREAKS

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Southern Electric	2	**	-	1	*	1	1	-	-	2	1	1	-	-	1	1	-	2	1	*
	*%	**	-%	*%	*%	1%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
							b										p			
Three (3) Mobile	2	**	1	-	*	1	*	-	1	1	1	1	*	-	*	1	*	1	2	-
	*%	**	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%
John Lewis	2	**	-	1	*	*	-	-	1	1	*	1	1	-	*	-	1	*	2	-
	*%	**	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%
Now TV	1	**	*	-	-	-	-	1	*	-	1	-	-	1	-	*	1	*	*	1
	*%	**	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	*%	*%	1%
AOL	1	**	-	1	*	*	-	-	-	1	1	*	-	-	*	1	-	1	1	-
	*%	**	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%
Orange	1	**	*	-	*	*	-	-	*	*	*	*	*	*	-	-	1	-	1	-
	*%	**	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%
Eclipse	1	**	-	1	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-	1
	*%	**	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	1%
							c												r	
Other	9	**	3	2	2	4	2	1	3	5	4	5	2	4	2	1	6	3	7	2
	1%	**	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	2%
						c	c													
Don't know	10	**	3	3	2	3	1	3	3	4	6	3	3	3	1	2	6	3	9	1
	1%	**	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
BT	309	253	25	**	**	309	-	-	-
	33%	32%	36%	**	**	100% fgh	-%	-%	-%
Sky	221	183	18	**	**	-	221	-	-
	24%	24%	26%	**	**	-%	100% egh	-%	-%
Virgin Media	192	171	14	**	**	-	-	192	-
	21%	22%	21%	**	**	-%	-%	100% efh	-%
TalkTalk	90	74	6	**	**	-	-	-	90
	10%	9%	8%	**	**	-%	-%	-%	100% efg
EE	28	25	1	**	**	-	-	-	-
	3%	3%	1%	**	**	-%	-%	-%	-%
Plusnet	27	23	3	**	**	-	-	-	-
	3%	3%	4%	**	**	-%	-%	-%	-%
Post Office	13	10	1	**	**	-	-	-	-
	1%	1%	1%	**	**	-%	-%	-%	-%
Utilities Warehouse	6	6	-	**	**	-	-	-	-
	1%	1%	-%	**	**	-%	-%	-%	-%
KComm/ Kingston Communications	6	6	-	**	**	-	-	-	-
	1%	1%	-%	**	**	-%	-%	-%	-%
Vodafone	6	4	-	**	**	-	-	-	-
	1%	1%	-%	**	**	-%	-%	-%	-%
Southern Electric	2	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 15**

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

**QL2c. Which provider do you use for your home landline service? IF NECESSARY - The MAIN provider that you use.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Three (3) Mobile	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
John Lewis	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Now TV	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
AOL	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Orange	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Eclipse	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Other	9	7	1	**	**	-	-	-	-
	1%	1%	1%	**	**	-%	-%	-%	-%
Don't know	10	8	1	**	**	-	-	-	-
	1%	1%	2%	**	**	-%	-%	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 16**

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

**QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDALONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
No, don't have a contract	236	81	46	75	34	150	86	100	136	6	76	74	24	62	17	82	60	79	**	3
	26%	29%	30%	24%	19%	22%	35%	21%	31%	5%	19%	26%	26%	41%	19%	21%	23%	20%	**	4%
		cd	cd				e	i	gi			j	j	jkl						
Within the next month	14	3	1	6	4	10	4	7	6	2	6	4	1	2	1	6	5	5	**	1
	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	**	2%
					b															
In 1-3 months	18	5	2	4	8	16	3	13	5	2	12	4	1	2	3	10	9	7	**	1
	2%	2%	1%	1%	4%	2%	1%	3%	1%	2%	3%	1%	1%	1%	3%	2%	3%	2%	**	2%
					abc			h												
In 4-6 months	43	8	6	18	11	38	6	32	11	9	27	11	5	1	6	26	16	22	**	7
	5%	3%	4%	6%	6%	6%	2%	7%	3%	8%	7%	4%	6%	1%	7%	7%	6%	6%	**	9%
				a	a	f		h		h	km	m	m	*						
In 7-12 months	211	48	28	78	56	176	35	124	87	51	105	71	18	17	24	100	70	104	**	34
	23%	18%	19%	25%	30%	26%	14%	25%	20%	43%	27%	25%	20%	11%	26%	25%	27%	27%	**	42%
				ab	ab	f		h		gh	m	m	m							
In 13-18 months	83	19	16	29	19	65	18	51	32	17	42	24	10	8	10	41	21	41	**	12
	9%	7%	10%	9%	10%	10%	7%	11%	7%	14%	11%	8%	10%	6%	11%	10%	8%	11%	**	14%
								h		h	m		m							
In more than 18 months	70	19	7	27	16	55	15	40	30	14	35	20	6	9	7	33	24	28	**	12
	8%	7%	5%	8%	9%	8%	6%	8%	7%	12%	9%	7%	6%	6%	8%	8%	9%	7%	**	15%
										h										
Not sure when contract runs out	185	62	37	60	26	139	46	94	91	12	77	62	17	29	19	75	40	89	**	6
	20%	22%	24%	19%	14%	20%	19%	19%	21%	10%	19%	22%	18%	19%	21%	19%	15%	23%	**	8%
		d	d	d				i	i									p		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 16**

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

**QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	SWITCHED WHEN MOVING																			BUNDLE TYPE		LANDLINE SWITCH	
	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE													
	INTER-				SIMPLE	STAND-	LAST 12 MONTHS			BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES									
	INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE	RS	k	RS	RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL			
	a	b	c	d	e	f	g	h	i	j					n	o	p	q	r	s			
Significance Level: 95%	Total																						
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140			
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132			
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81			
Don't know if I have a contract	65	30	9	17	10	32	33	24	41	6	15	18	10	23	3	21	17	12	**	3			
	7%	11%	6%	5%	5%	5%	13%	5%	9%	5%	4%	6%	11%	15%	4%	5%	7%	3%	**	4%			
		bcd					e		g				j	jk			q						
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																							



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 16**

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

**QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
No, don't have a contract	236	**	72	84	41	79	38	29	89	118	120	116	75	61	39	61	136	100	200	36
	26%	**	20%	26%	35%	37%	39%	17%	23%	32%	26%	25%	27%	22%	24%	29%	25%	27%	25%	29%
			b	b	bc	bc	bc		g	gh						m				
Within the next month	14	**	6	4	2	4	2	3	4	7	7	6	5	5	4	-	9	4	11	2
	1%	**	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	-%	2%	1%	1%	2%
													o	o	o					
In 1-3 months	18	**	9	6	1	2	1	7	6	6	12	6	5	4	5	4	9	9	13	5
	2%	**	2%	2%	1%	1%	1%	4%	2%	2%	3%	1%	2%	1%	3%	2%	2%	2%	2%	4%
								hi												r
In 4-6 months	43	**	19	13	6	10	4	8	20	15	29	15	12	13	7	11	25	19	37	6
	5%	**	5%	4%	5%	4%	4%	5%	5%	4%	6%	3%	4%	5%	4%	6%	4%	5%	5%	5%
											k									
In 7-12 months	211	**	103	75	17	26	9	49	99	63	107	104	62	66	36	47	128	83	189	22
	23%	**	28%	23%	14%	12%	10%	29%	26%	17%	23%	23%	22%	24%	22%	23%	23%	22%	24%	18%
			cdef	def				i	i											
In 13-18 months	83	**	30	36	5	10	5	19	43	22	47	37	29	27	14	13	56	27	72	11
	9%	**	8%	11%	4%	5%	5%	11%	11%	6%	10%	8%	11%	10%	9%	6%	10%	7%	9%	9%
			de	def				i	i				o				q			
In more than 18 months	70	**	28	27	7	13	5	15	29	25	26	44	24	21	12	12	45	25	59	11
	8%	**	8%	8%	6%	6%	6%	9%	8%	7%	6%	10%	9%	8%	8%	6%	8%	7%	7%	9%
											j									
Not sure when contract runs out	185	**	72	59	27	48	21	33	75	77	91	94	49	58	39	40	106	78	162	23
	20%	**	20%	18%	23%	22%	21%	19%	20%	21%	19%	20%	18%	21%	23%	19%	19%	21%	20%	19%
Don't know if I have a contract	65	**	23	16	11	24	13	9	20	35	28	37	15	23	8	19	38	27	59	6
	7%	**	6%	5%	10%	11%	13%	5%	5%	10%	6%	8%	5%	8%	5%	9%	7%	7%	7%	5%
					c	bc	bc			gh						ln				

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 16**

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

**QL2e. Do you have a contract with (LANDLINE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
No, don't have a contract	236	207	14	**	**	98	40	53	21
	26%	27%	21%	**	**	32% fh	18%	28% f	23%
Within the next month	14	12	1	**	**	5	1	2	2
	1%	2%	2%	**	**	2%	1%	1%	2%
In 1-3 months	18	14	3	**	**	7	7	1	2
	2%	2%	4%	**	**	2% g	3% g	*% eh	2% eh
In 4-6 months	43	33	3	**	**	12	12	11	2
	5%	4%	4%	**	**	4%	5%	6%	2%
In 7-12 months	211	185	15	**	**	60	63	48	16
	23%	24%	21%	**	**	19%	29% eh	25% eh	17%
In 13-18 months	83	73	4	**	**	21	24	13	14
	9%	9%	6%	**	**	7%	11% eg	7%	16% eg
In more than 18 months	70	56	4	**	**	21	12	12	11
	8%	7%	6%	**	**	7%	6%	6%	12% efg
Not sure when contract runs out	185	147	17	**	**	57	50	44	16
	20%	19%	25%	**	**	19%	23%	23%	18%
Don't know if I have a contract	65	50	8	**	**	28	10	8	7
	7%	6%	11%	**	**	9% fg	5%	4%	7%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 17**

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

**QL2g. Have you or has (LANDLINE PROVIDER) made any of these changes to your landline service in the last 12 months?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

		LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
			INACTIVE	PASSIVE	ESTED	ENG-AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140	
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132	
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81	
Received a discount for your landline service	107	9	7	41	49	88	19	66	41	14	55	32	10	9	11	54	36	47	**	9	
	12%	3%	5%	13% ab	27% abc	13% f	8%	14% h	9%	12%	14% m	11% m	11% m	6%	13%	14%	14%	12%	**	12%	
Added extra or improved services for your landline service	77	15	4	26	31	58	19	50	27	4	38	20	12	7	5	44	21	35	**	3	
	8%	5%	3%	8% b	17% abc	9%	8%	10% hi	6%	4%	10% m	7%	13% km	5%	6%	11%	8%	9%	**	4%	
Reduced or downgraded services for your landline service	29	2	1	15	11	27	2	16	13	1	15	11	1	2	4	12	14	13	**	*	
	3%	1%	1%	5% ab	6% ab	4% f	1%	3% i	3%	1%	4% lm	4% lm	1%	1%	4%	3%	5%	3%	**	1%	
ANY OF THESE CHANGES	189	24	11	73	81	152	37	116	74	17	95	57	21	17	18	97	65	82	**	11	
	20%	9%	8%	23% ab	44% abc	22% f	15%	24% hi	17%	14%	24% m	20% m	23% m	11%	20%	25%	25%	21%	**	14%	
None of these	736	251	140	241	104	529	207	370	366	101	299	230	71	136	72	298	197	305	**	69	
	80%	91% cd	92% cd	77% d	56%	78%	85% e	76%	83% g	86% g	76%	80%	77%	89% jkl	80%	75%	75%	79%	**	86%	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 17**

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

**QL2g. Have you or has (LANDLINE PROVIDER) made any of these changes to your landline service in the last 12 months?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Received a discount for your landline service	107	**	46	35	14	20	6	29	41	37	55	52	30	29	23	25	59	48	90	17
	12%	**	13%	11%	12%	9%	6%	17%	11%	10%	12%	11%	11%	11%	14%	12%	11%	13%	11%	14%
			f	f	f			hi												
Added extra or improved services for your landline service	77	**	28	31	11	16	5	12	33	31	47	30	29	24	15	10	52	25	60	17
	8%	**	8%	10%	9%	7%	5%	7%	9%	9%	10%	7%	10%	9%	9%	5%	9%	7%	8%	13%
			f	f							k		o	o	o		q		r	
Reduced or downgraded services for your landline service	29	**	13	10	4	5	1	7	11	11	15	14	10	8	5	6	18	11	25	4
	3%	**	4%	3%	3%	2%	1%	4%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%
ANY OF THESE CHANGES	189	**	79	68	25	36	11	43	77	69	102	87	59	54	37	38	114	75	155	35
	20%	**	22%	21%	21%	17%	12%	25%	20%	19%	22%	19%	21%	20%	22%	19%	21%	20%	19%	28%
			ef	f	f			i											r	
None of these	736	**	284	252	93	179	86	130	307	299	363	373	217	223	129	168	439	297	647	90
	80%	**	78%	79%	79%	83%	88%	75%	80%	81%	78%	81%	79%	80%	78%	81%	79%	80%	81%	72%
						b	bcd			g									s	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 17**

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

**QL2g. Have you or has (LANDLINE PROVIDER) made any of these changes to your landline service in the last 12 months?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Received a discount for your landline service	107	85	8	**	**	25	30	20	16
	12%	11%	12%	**	**	8%	14% e	10%	17% eg
Added extra or improved services for your landline service	77	68	3	**	**	25	18	13	13
	8%	9%	5%	**	**	8%	8%	7%	14% efg
Reduced or downgraded services for your landline service	29	23	3	**	**	7	8	10	2
	3%	3%	4%	**	**	2%	3%	5% e	3%
ANY OF THESE CHANGES	189	157	12	**	**	51	51	37	27
	20%	20%	18%	**	**	16%	23% e	19%	30% eg
None of these	736	621	56	**	**	258	170	155	63
	80%	80%	82%	**	**	84% fh	77%	81% h	70%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 18**

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

**QL2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDALONE SWITCHES	STANDALONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Received a discount for your landline service	71	1	1	27	42	58	13	42	30	11	35	24	7	6	8	34	24	32	**	7
	8%	*%	1%	9%	23%	9%	5%	9%	7%	10%	9%	8%	8%	4%	9%	9%	9%	8%	**	9%
				ab	abc	f					m	m								
Added extra or improved services for your landline service	39	-	-	16	24	31	9	27	13	4	20	11	7	2	3	24	12	17	**	3
	4%	-%	-%	5%	13%	5%	4%	6%	3%	3%	5%	4%	7%	1%	3%	6%	5%	4%	**	4%
				ab	abc			h			m	m	m							
Reduced or downgraded services for your landline service	23	-	-	12	11	22	1	12	12	1	12	10	-	1	2	10	10	11	**	*
	3%	-%	-%	4%	6%	3%	1%	2%	3%	1%	3%	4%	-%	1%	2%	3%	4%	3%	**	1%
				ab	ab	f					lm	lm								
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	120	1	1	48	70	98	21	71	48	14	59	40	13	9	11	59	42	52	**	9
	13%	*%	1%	15%	38%	14%	9%	15%	11%	12%	15%	14%	14%	6%	13%	15%	16%	14%	**	12%
				ab	abc	f		h			m	m	m							
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	806	274	150	266	115	583	223	415	391	104	335	247	79	144	79	335	220	334	**	71
	87%	100%	99%	85%	62%	86%	91%	85%	89%	88%	85%	86%	86%	94%	87%	85%	84%	86%	**	88%
		cd	cd	d			e		g					jkl						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 18**

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

**QL2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Received a discount for your landline service	71	**	33	24	9	12	3	19	30	23	34	37	23	19	14	14	43	29	57	14
	8%	**	9%	8%	7%	6%	4%	11%	8%	6%	7%	8%	8%	7%	9%	7%	8%	8%	7%	12%
			ef	f				i											r	
Added extra or improved services for your landline service	39	**	14	16	7	8	1	7	17	16	23	17	16	12	8	4	28	12	31	8
	4%	**	4%	5%	6%	4%	1%	4%	4%	4%	5%	4%	6%	5%	5%	2%	5%	3%	4%	7%
			f	f	f	f							o	o	o		q			
Reduced or downgraded services for your landline service	23	**	11	8	2	3	1	6	9	8	13	10	9	6	5	3	16	8	20	4
	3%	**	3%	3%	2%	1%	1%	4%	2%	2%	3%	2%	3%	2%	3%	1%	3%	2%	2%	3%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	120	**	53	43	15	20	5	29	50	41	63	57	41	33	25	21	74	46	96	24
	13%	**	14%	14%	13%	9%	5%	17%	13%	11%	13%	12%	15%	12%	15%	10%	13%	12%	12%	19%
			ef	ef	f	f		i					o		o					r
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	806	**	310	277	103	196	93	143	335	328	403	403	236	244	140	186	480	326	705	100
	87%	**	86%	86%	87%	91%	95%	83%	87%	89%	87%	88%	85%	88%	85%	90%	87%	88%	88%	81%
						bc	bcde			g						ln			s	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 18**

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

**QL2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Received a discount for your landline service	71	59	8	**	**	16	24	12	8
	8%	8%	11%	**	**	5%	11% eg	6%	9%
Added extra or improved services for your landline service	39	37	1	**	**	12	11	5	7
	4%	5%	2%	**	**	4%	5%	3%	8% eg
Reduced or downgraded services for your landline service	23	18	3	**	**	6	7	9	1
	3%	2%	4%	**	**	2%	3%	5% e	2%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	120	102	10	**	**	29	38	23	15
	13%	13%	14%	**	**	10%	17% eg	12%	17% e
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	806	677	59	**	**	280	182	169	75
	87%	87%	86%	**	**	90% fh	83%	88% f	83%

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 19**

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

**QL2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED															
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Received a discount for your landline service	36 4%	8 3%	6 4%	14 4%	7 4%	29 4%	6 2%	24 5% h	12 3%	2 2%	21 5% km	8 3%	3 3%	3 2%	4 4%	20 5%	13 5%	15 4%	** **	2 2%
Added extra or improved services for your landline service	38 4%	15 5%	4 3%	11 3%	8 4%	28 4%	10 4%	23 5% i	15 3% i	1 1%	18 4%	10 3%	5 6%	5 3%	3 3%	20 5%	9 4%	18 5%	** **	- -%
Reduced or downgraded services for your landline service	6 1%	2 1%	1 *%	3 1%	* *%	5 1%	1 *%	4 1%	2 *%	- -%	3 1%	1 *%	1 1%	* *%	2 2% o	2 *%	4 1% q	1 *%	** **	- -%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	73 8%	23 8%	10 7%	26 8%	13 7%	56 8%	17 7%	46 9% hi	26 6%	3 3%	37 9% m	19 7%	9 9%	8 5%	7 8%	39 10%	24 9%	30 8%	** **	2 2%
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	853 92%	252 92%	141 93%	288 92%	172 93%	625 92%	228 93%	440 91%	413 94% g	114 97% g	357 91%	268 93%	83 91%	145 95% i	83 92%	356 90%	238 91%	356 92%	** **	79 98%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 19**

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**QL2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Received a discount for your landline service	36 4%	** **	14 4%	11 4%	6 5%	8 4%	3 3%	10 6% h	11 3%	14 4%	20 4%	15 3%	7 2%	10 4%	8 5% l	10 5% l	17 3%	19 5% p	32 4%	3 2%
Added extra or improved services for your landline service	38 4%	** **	14 4%	14 5%	4 3%	8 4%	4 4%	6 3%	17 4%	15 4%	24 5% k	14 3%	13 5%	11 4%	7 4%	6 3%	24 4%	13 4%	29 4%	8 7% r
Reduced or downgraded services for your landline service	6 1%	** **	2 *%	2 1%	1 1%	2 1%	* *%	1 *%	2 *%	3 1%	2 *%	4 1%	1 *%	1 1%	* *%	3 1%	2 *%	3 1%	6 1%	- -%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	73 8%	** **	27 7%	25 8%	11 9%	18 8%	6 7%	14 8%	28 7%	30 8%	42 9%	30 7%	19 7%	22 8%	14 8%	18 9%	41 7%	31 8%	61 8%	11 9%
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	853 92%	** **	336 93%	295 92%	107 91%	198 92%	91 93%	158 92%	357 93%	338 92%	423 91%	429 93%	257 93%	255 92%	152 92%	189 91%	512 93%	341 92%	740 92%	113 91%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QL2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Received a discount for your landline service	36	26	1	**	**	9	6	8	7
	4%	3%	1%	**	**	3%	3%	4%	8% ef
Added extra or improved services for your landline service	38	31	2	**	**	14	7	8	6
	4%	4%	3%	**	**	4%	3%	4%	7%
Reduced or downgraded services for your landline service	6	5	-	**	**	1	1	1	1
	1%	1%	-%	**	**	*%	1%	*%	1%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	73	59	3	**	**	23	13	15	12
	8%	8%	4%	**	**	7%	6%	8%	13% efg
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	853	720	66	**	**	286	208	177	78
	92%	92%	96%	**	**	93% h	94% h	92% h	87%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 20**

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

**QL2h. Thinking specifically about receiving a discount for your landline service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have received a discount for their landline service in the last 12 months

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED															
Significance Level: 95%	~a	~b	~c	~d	e	~f	g	~h	~i	j	~k	~l	~m	~n	o	~p	~q	~r	~s	
Unweighted total	193	20	14	73	86	156	37	121	72	24	101	55	20	17	20	100	67	80	8	16
Effective Weighted Sample	182	19	13	69	81	148	34	114	68	23	95	52	18	16	19	94	63	76	7	15
Total	107	9	7	41	49	88	19	66	41	14	55	32	10	9	11	54	36	47	5	9
I contacted my provider to make this change	66 62%	** **	** **	** **	** **	54 62%	** **	38 58%	** **	** **	32 57%	** **	** **	** **	** **	32 58%	** **	** **	** **	** **
My provided contacted me	36 33%	** **	** **	** **	** **	29 34%	** **	24 36%	** **	** **	21 38%	** **	** **	** **	** **	20 37%	** **	** **	** **	** **
Don't know/ can't remember	5 5%	** **	** **	** **	** **	4 5%	** **	3 5%	** **	** **	3 5%	** **	** **	** **	** **	3 5%	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 20**

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

**QL2h. Thinking specifically about receiving a discount for your landline service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have received a discount for their landline service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	193	8	71	68	32	46	14	45	67	81	96	97	45	56	51	41	101	92	163	30
Effective Weighted Sample	182	8	69	65	31	45	14	43	64	78	90	92	43	54	50	39	96	86	153	29
Total	107	5	46	35	14	20	6	29	41	37	55	52	30	29	23	25	59	48	90	17
I contacted my provider to make this change	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	42	**	52	**
	62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	70%	**	58%	**
My provider contacted me	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**	32	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**	36%	**
Don't know/ can't remember	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	5	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	6%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 20**

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

**QL2h. Thinking specifically about receiving a discount for your landline service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?  
by LANDLINE CROSS-BREAKS**

Base : Those who have received a discount for their landline service in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	193	153	14	24	2	49	50	35	30
Effective Weighted Sample	182	144	13	22	2	47	47	33	28
Total	107	85	8	12	1	25	30	20	16
I contacted my provider to make this change	66	54	**	**	**	**	**	**	**
	62%	63%	**	**	**	**	**	**	**
My provider contacted me	36	26	**	**	**	**	**	**	**
	33%	31%	**	**	**	**	**	**	**
Don't know/ can't remember	5	5	**	**	**	**	**	**	**
	5%	6%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 21**

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

**QL2i. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have received a discount for their landline service in the last 12 months

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS	RS							
Significance Level: 95%	~a	~b	~c	~d	e	~f	g	~h	~i	j	~k	~l	~m	~n	o	~p	~q	~r	~s		
Unweighted total	193	20	14	73	86	156	37	121	72	24	101	55	20	17	20	100	67	80	8	16	
Effective Weighted Sample	182	19	13	69	81	148	34	114	68	23	95	52	18	16	19	94	63	76	7	15	
Total	107	9	7	41	49	88	19	66	41	14	55	32	10	9	11	54	36	47	5	9	
Yes	74	**	**	**	**	63	**	44	**	**	39	**	**	**	**	36	**	**	**	**	
	69%	**	**	**	**	71%	**	67%	**	**	70%	**	**	**	**	67%	**	**	**	**	
No	27	**	**	**	**	22	**	19	**	**	15	**	**	**	**	16	**	**	**	**	
	25%	**	**	**	**	25%	**	29%	**	**	28%	**	**	**	**	30%	**	**	**	**	
Don't know	6	**	**	**	**	3	**	2	**	**	1	**	**	**	**	2	**	**	**	**	
	6%	**	**	**	**	4%	**	4%	**	**	2%	**	**	**	**	4%	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 21**

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

**QL2i. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have received a discount for their landline service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	193	8	71	68	32	46	14	45	67	81	96	97	45	56	51	41	101	92	163	30
Effective Weighted Sample	182	8	69	65	31	45	14	43	64	78	90	92	43	54	50	39	96	86	153	29
Total	107	5	46	35	14	20	6	29	41	37	55	52	30	29	23	25	59	48	90	17
Yes	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	44	**	61	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	75%	**	68%	**
No	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**	22	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	25%	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	6	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	7%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 21**

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

**QL2i. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have received a discount for their landline service in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	193	153	14	24	2	49	50	35	30
Effective Weighted Sample	182	144	13	22	2	47	47	33	28
Total	107	85	8	12	1	25	30	20	16
Yes	74	57	**	**	**	**	**	**	**
	69%	67%	**	**	**	**	**	**	**
No	27	23	**	**	**	**	**	**	**
	25%	27%	**	**	**	**	**	**	**
Don't know	6	5	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 22**

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

**QL2j. Thinking specifically about adding extra or improved services for your landline service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have added extra or improved services for their landline service in the last 12 months

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS	RS							
Significance Level: 95%		~a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	138	27	7	46	58	105	33	87	51	9	66	39	21	12	9	77	43	58	3	6	
Effective Weighted Sample	130	25	7	44	55	99	31	82	48	8	62	37	20	11	8	73	41	55	3	6	
Total	77	15	4	26	31	58	19	50	27	4	38	20	12	7	5	44	21	35	1	3	
I contacted my provider to make this change	39	**	**	**	**	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	51%	**	**	**	**	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
My provided contacted me	38	**	**	**	**	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	49%	**	**	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	1	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	1%	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 22**

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

**QL2j. Thinking specifically about adding extra or improved services for your landline service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have added extra or improved services for their landline service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	138	4	42	57	24	35	11	20	55	63	82	56	43	45	33	17	88	50	109	29
Effective Weighted Sample	130	4	41	54	23	34	11	19	52	60	77	53	42	43	32	16	84	48	103	27
Total	77	2	28	31	11	16	5	12	33	31	47	30	29	24	15	10	52	25	60	17
I contacted my provider to make this change	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**
My provider contacted me	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 22**

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

**QL2j. Thinking specifically about adding extra or improved services for your landline service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have added extra or improved services for their landline service in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	138	122	6	8	2	45	31	22	24
Effective Weighted Sample	130	115	6	8	2	43	29	21	23
Total	77	68	3	5	1	25	18	13	13
I contacted my provider to make this change	39	36	**	**	**	**	**	**	**
	51%	53%	**	**	**	**	**	**	**
My provider contacted me	38	31	**	**	**	**	**	**	**
	49%	46%	**	**	**	**	**	**	**
Don't know/ can't remember	1	1	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 23**

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

**QL2k. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have added extra or improved services for their landline service in the last 12 months

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	~k	RS	RS						
Significance Level: 95%	~a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s		
Unweighted total	138	27	7	46	58	105	33	87	51	9	66	39	21	12	9	77	43	58	3	6	
Effective Weighted Sample	130	25	7	44	55	99	31	82	48	8	62	37	20	11	8	73	41	55	3	6	
Total	77	15	4	26	31	58	19	50	27	4	38	20	12	7	5	44	21	35	1	3	
Yes	45	**	**	**	**	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	58%	**	**	**	**	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	30	**	**	**	**	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	39%	**	**	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	2	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	3%	**	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 23**

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

**QL2k. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have added extra or improved services for their landline service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	138	4	42	57	24	35	11	20	55	63	82	56	43	45	33	17	88	50	109	29
Effective Weighted Sample	130	4	41	54	23	34	11	19	52	60	77	53	42	43	32	16	84	48	103	27
Total	77	2	28	31	11	16	5	12	33	31	47	30	29	24	15	10	52	25	60	17
Yes	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	59%	**
No	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 23**

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

**QL2k. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have added extra or improved services for their landline service in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	138	122	6	8	2	45	31	22	24
Effective Weighted Sample	130	115	6	8	2	43	29	21	23
Total	77	68	3	5	1	25	18	13	13
Yes	45	39	**	**	**	**	**	**	**
	58%	57%	**	**	**	**	**	**	**
No	30	27	**	**	**	**	**	**	**
	39%	40%	**	**	**	**	**	**	**
Don't know	2	2	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 24**

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

**QL2I. Thinking specifically about reducing or downgrading services for your landline service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their landline service in the last 12 months

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SWI	TCHERS							
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	51	3	1	28	19	46	5	29	22	2	28	18	1	4	7	22	24	22	1	1
Effective Weighted Sample	48	3	1	27	18	43	5	28	21	2	27	17	1	4	7	21	23	21	1	1
Total	29	2	1	15	11	27	2	16	13	1	15	11	1	2	4	12	14	13	*	*
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 24**

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

**QL2I. Thinking specifically about reducing or downgrading services for your landline service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their landline service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	51	1	20	19	8	11	3	10	18	23	25	26	15	15	11	10	30	21	45	6
Effective Weighted Sample	48	1	19	18	8	11	3	10	17	22	24	24	14	14	11	10	28	20	42	6
Total	29	1	13	10	4	5	1	7	11	11	15	14	10	8	5	6	18	11	25	4
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 24**

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

**QL2I. Thinking specifically about reducing or downgrading services for your landline service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?  
by LANDLINE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their landline service in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	51	41	5	4	1	14	14	15	4
Effective Weighted Sample	48	39	5	4	1	13	13	14	4
Total	29	23	3	2	1	7	8	10	2
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 25**

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

**QL2m. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their landline service in the last 12 months

	SWITCHED WHEN MOVING																			BUNDLE TYPE		LANDLINE SWITCH	
	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE													
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s			
Unweighted total	51	3	1	28	19	46	5	29	22	2	28	18	1	4	7	22	24	22	1	1			
Effective Weighted Sample	48	3	1	27	18	43	5	28	21	2	27	17	1	4	7	21	23	21	1	1			
Total	29	2	1	15	11	27	2	16	13	1	15	11	1	2	4	12	14	13	*	*			
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 25**

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

**QL2m. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their landline service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	51	1	20	19	8	11	3	10	18	23	25	26	15	15	11	10	30	21	45	6
Effective Weighted Sample	48	1	19	18	8	11	3	10	17	22	24	24	14	14	11	10	28	20	42	6
Total	29	1	13	10	4	5	1	7	11	11	15	14	10	8	5	6	18	11	25	4
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 25**

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

**QL2m. Did you extend or renew your contract with (LANDLINE PROVIDER) when this change was made?  
by LANDLINE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their landline service in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	51	41	5	4	1	14	14	15	4
Effective Weighted Sample	48	39	5	4	1	13	13	14	4
Total	29	23	3	2	1	7	8	10	2
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 26**

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

**ANY CHANGES TO LANDLINE SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
RECEIVED DISCOUNT	66	-	-	24	42	54	12	38	28	11	32	22	7	5	7	32	22	30	**	7
	7%	-%	-%	8%	23%	8%	5%	8%	6%	10%	8%	8%	8%	4%	8%	8%	8%	8%	**	9%
				ab	abc	f					m	m								
ADDED EXTRA OR IMPROVED SERVICES	39	-	-	16	23	31	8	26	13	4	20	11	6	2	3	23	12	17	**	3
	4%	-%	-%	5%	13%	5%	3%	5%	3%	3%	5%	4%	7%	1%	3%	6%	5%	4%	**	4%
				ab	abc			h			m	m	m							
REDUCED OR DOWNGRADED SERVICE	23	-	-	12	11	21	1	12	11	1	12	10	-	1	2	10	10	11	**	*
	2%	-%	-%	4%	6%	3%	1%	2%	2%	1%	3%	3%	-%	1%	2%	3%	4%	3%	**	1%
				ab	ab	f					lm	lm								
ANY OF THESE	113	-	-	44	69	93	20	67	46	14	56	37	12	8	11	56	40	49	**	9
	12%	-%	-%	14%	37%	14%	8%	14%	10%	12%	14%	13%	13%	6%	12%	14%	15%	13%	**	12%
				ab	abc	f		h			m	m	m							
NONE OF THESE	812	275	151	270	116	588	224	419	393	104	338	249	80	144	79	338	222	337	**	71
	88%	100%	100%	86%	63%	86%	92%	86%	90%	88%	86%	87%	87%	94%	88%	86%	85%	87%	**	88%
		cd	cd	d			e		g					jkl						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 26**

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

**ANY CHANGES TO LANDLINE SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
RECEIVED DISCOUNT	66	**	29	24	8	11	3	18	27	22	31	35	23	18	13	12	42	25	52	14
	7%	**	8%	8%	7%	5%	3%	10%	7%	6%	7%	8%	8%	7%	8%	6%	8%	7%	6%	12%
			f	f				i												r
ADDED EXTRA OR IMPROVED SERVICES	39	**	13	16	7	8	1	7	16	16	22	17	16	12	7	4	28	11	31	8
	4%	**	4%	5%	6%	4%	1%	4%	4%	4%	5%	4%	6%	5%	4%	2%	5%	3%	4%	7%
			f	f	f	f							o	o	o		q			r
REDUCED OR DOWNGRADED SERVICE	23	**	11	8	2	3	1	6	9	7	12	10	8	6	5	3	15	8	19	4
	2%	**	3%	2%	2%	1%	1%	4%	2%	2%	3%	2%	3%	2%	3%	1%	3%	2%	2%	3%
ANY OF THESE	113	**	49	43	14	19	4	28	47	39	58	55	40	32	23	18	72	41	89	24
	12%	**	13%	13%	12%	9%	5%	16%	12%	11%	13%	12%	14%	12%	14%	9%	13%	11%	11%	19%
			ef	ef	f	f		i					o		o					r
NONE OF THESE	812	**	314	278	104	197	93	145	338	330	407	405	236	245	143	188	481	331	712	100
	88%	**	87%	87%	88%	91%	95%	84%	88%	89%	87%	88%	86%	88%	86%	91%	87%	89%	89%	81%
						bc	bcde			g						ln			s	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 26**

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

**ANY CHANGES TO LANDLINE SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
RECEIVED DISCOUNT	66	54	8	**	**	16	22	11	8
	7%	7%	11%	**	**	5%	10% e	6%	9%
ADDED EXTRA OR IMPROVED SERVICES	39	36	1	**	**	12	11	5	7
	4%	5%	2%	**	**	4%	5%	3%	8% eg
REDUCED OR DOWNGRADED SERVICE	23	18	2	**	**	6	7	8	1
	2%	2%	3%	**	**	2%	3%	4% e	2%
ANY OF THESE	113	96	9	**	**	29	36	22	15
	12%	12%	13%	**	**	9%	16% e	11%	17% e
NONE OF THESE	812	683	60	**	**	280	185	170	75
	88%	88%	87%	**	**	91% fh	84%	89%	83%

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 27**

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

**QL3. How long has (LANDLINE PROVIDER) been providing your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%	Total	a	~b	c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s
Unweighted total	487	171	81	173	62	-	487	175	312	46	-	-	175	312	17	157	-	-	16	30
Effective Weighted Sample	456	160	77	161	58	-	456	165	291	44	-	-	165	291	16	148	-	-	15	29
Total	244	84	39	88	34	-	244	92	152	25	-	-	92	152	9	83	-	-	8	16
Less than 3 months	10	2	**	6	**	**	10	5	4	**	**	**	5	4	**	5	**	**	**	**
	4%	2%	**	7%	**	**	4%	6%	3%	**	**	**	6%	3%	**	6%	**	**	**	**
3-6 months	12	3	**	7	**	**	12	8	3	**	**	**	8	3	**	7	**	**	**	**
	5%	4%	**	8%	**	**	5%	9%	2%	**	**	**	9%	2%	**	9%	**	**	**	**
7-12 months	14	1	**	6	**	**	14	12	2	**	**	**	12	2	**	12	**	**	**	**
	6%	1%	**	7%	**	**	6%	13%	1%	**	**	**	13%	1%	**	14%	**	**	**	**
More than a year, up to 2 years	22	5	**	8	**	**	22	13	9	**	**	**	13	9	**	13	**	**	**	**
	9%	6%	**	9%	**	**	9%	14%	6%	**	**	**	14%	6%	**	15%	**	**	**	**
More than 2 years, up to 4 years	23	7	**	6	**	**	23	16	7	**	**	**	16	7	**	13	**	**	**	**
	9%	9%	**	7%	**	**	9%	17%	5%	**	**	**	17%	5%	**	16%	**	**	**	**
More than 4 years, up to 6 years	21	8	**	4	**	**	21	14	7	**	**	**	14	7	**	12	**	**	**	**
	9%	9%	**	5%	**	**	9%	16%	5%	**	**	**	16%	5%	**	15%	**	**	**	**
More than 6 years, up to 10 years	22	11	**	4	**	**	22	8	14	**	**	**	8	14	**	8	**	**	**	**
	9%	13%	**	4%	**	**	9%	9%	9%	**	**	**	9%	9%	**	10%	**	**	**	**
More than 10 years	106	39	**	42	**	**	106	9	97	**	**	**	9	97	**	8	**	**	**	**
	43%	46%	**	48%	**	**	43%	9%	64%	**	**	**	9%	64%	**	9%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 27**

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

**QL3. How long has (LANDLINE PROVIDER) been providing your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
				~e	f															
Significance Level: 95%		a	~b	c	~d															
Unweighted total	487	171	81	173	62	-	487	175	312	46	-	-	175	312	17	157	-	-	16	30
Effective Weighted Sample	456	160	77	161	58	-	456	165	291	44	-	-	165	291	16	148	-	-	15	29
Total	244	84	39	88	34	-	244	92	152	25	-	-	92	152	9	83	-	-	8	16
Don't know/can't remember	15	8	**	4	**	**	15	6	9	**	**	**	6	9	**	5	**	**	**	**
	6%	10%	**	5%	**	**	6%	6%	6%	**	**	**	6%	6%	**	6%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 27**

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

**QL3. How long has (LANDLINE PROVIDER) been providing your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 c	65-74 d	65+ e	75+ f	16-34 ~g	35-54 h	55+ i	MALE j	FEMALE k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	487	9	88	150	114	240	126	52	115	320	236	251	98	132	114	143	230	257	408	79
Effective Weighted Sample	456	9	85	144	112	236	124	51	109	309	220	237	94	125	111	137	215	247	382	74
Total	244	6	60	78	48	101	52	34	68	142	124	120	63	65	48	68	129	116	205	39
Less than 3 months	10 4%	** **	** **	2 3%	1 2%	1 1%	- -%	** **	3 4%	2 2%	4 3%	5 4%	** **	4 6%	1 3%	1 1%	7 5%	3 2%	9 4%	** **
3-6 months	12 5%	** **	** **	3 4%	1 2%	1 1%	* 1%	** **	6 9%	2 2%	4 3%	7 6%	** **	5 8%	3 5%	2 3%	7 6%	4 4%	9 5%	** **
7-12 months	14 6%	** **	** **	7 9%	2 5%	3 3%	1 2%	** **	7 11%	5 4%	8 6%	6 5%	** **	4 7%	2 5%	4 5%	8 6%	6 5%	11 5%	** **
More than a year, up to 2 years	22 9%	** **	** **	6 8%	2 3%	3 3%	1 2%	** **	8 12%	6 4%	15 12%	7 6%	** **	7 11%	5 11%	5 7%	12 9%	10 9%	17 8%	** **
More than 2 years, up to 4 years	23 9%	** **	** **	7 9%	3 7%	5 5%	2 4%	** **	7 10%	9 6%	11 9%	12 10%	** **	10 15%	3 7%	4 6%	16 12%	7 6%	19 9%	** **
More than 4 years, up to 6 years	21 9%	** **	** **	11 14%	5 10%	6 6%	2 3%	** **	9 13%	12 8%	11 9%	11 9%	** **	6 9%	2 5%	7 10%	13 10%	9 8%	17 8%	** **
More than 6 years, up to 10 years	22 9%	** **	** **	8 10%	5 11%	9 8%	3 6%	** **	8 12%	11 8%	11 9%	11 9%	** **	2 3%	5 12%	6 9%	10 8%	12 10%	19 9%	** **
More than 10 years	106 43%	** **	** **	30 38%	27 55%	65 64%	38 73%	** **	15 22%	87 61%	51 41%	55 46%	** **	24 37%	21 45%	37 54%	48 37%	58 50%	90 44%	** **
Don't know/can't remember	15 6%	** **	** **	4 5%	3 5%	7 7%	5 9%	** **	4 6%	8 6%	9 8%	6 5%	** **	3 5%	4 8%	4 6%	7 6%	8 7%	14 7%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 27**

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

**QL3. How long has (LANDLINE PROVIDER) been providing your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	~f	~g	~h
Unweighted total	487	401	43	31	12	296	28	20	49
Effective Weighted Sample	456	375	41	29	11	278	26	18	46
Total	244	202	21	16	6	145	16	10	25
Less than 3 months	10	8	**	**	**	4	**	**	**
	4%	4%	**	**	**	3%	**	**	**
3-6 months	12	10	**	**	**	6	**	**	**
	5%	5%	**	**	**	4%	**	**	**
7-12 months	14	11	**	**	**	1	**	**	**
	6%	5%	**	**	**	1%	**	**	**
More than a year, up to 2 years	22	16	**	**	**	6	**	**	**
	9%	8%	**	**	**	4%	**	**	**
More than 2 years, up to 4 years	23	20	**	**	**	9	**	**	**
	9%	10%	**	**	**	6%	**	**	**
More than 4 years, up to 6 years	21	19	**	**	**	9	**	**	**
	9%	9%	**	**	**	6%	**	**	**
More than 6 years, up to 10 years	22	20	**	**	**	12	**	**	**
	9%	10%	**	**	**	8%	**	**	**
More than 10 years	106	86	**	**	**	93	**	**	**
	43%	42%	**	**	**	65%	**	**	**
Don't know/can't remember	15	13	**	**	**	5	**	**	**
	6%	6%	**	**	**	3%	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 28**

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

**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	STANDALONE								
														ONE	NON						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140	
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132	
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81	
Base for % (Unweighted and weighted)	1664	496	278	567	323	1186	478	864	800	200	691	495	173	305	154	707	468	648	**	135	
	910	264	150	311	185	672	239	480	430	113	389	282	91	148	88	391	258	381	36	77	
Very satisfied	410	117	74	148	71	293	117	207	203	52	166	127	42	76	44	163	111	166	**	38	
	45%	44%	49%	48%	39%	44%	49%	43%	47%	45%	43%	45%	46%	51%	51%	42%	43%	44%	**	49%	
Fairly satisfied	349	95	75	108	71	269	81	197	152	42	164	105	33	47	32	164	102	153	**	25	
	38%	36%	50%	35%	39%	40%	34%	41%	35%	37%	42%	37%	37%	32%	37%	42%	40%	40%	**	33%	
TOTAL SATISFIED	759	212	149	255	143	561	198	405	354	94	330	232	75	123	77	327	214	319	**	63	
	83%	80%	99%	82%	77%	84%	83%	84%	82%	83%	85%	82%	83%	83%	87%	84%	83%	84%	**	82%	
Neither	86	41	-	26	19	57	29	41	45	8	29	28	12	17	4	37	22	34	**	5	
	9%	15%	-%	8%	10%	8%	12%	9%	10%	7%	7%	10%	13%	12%	5%	9%	9%	9%	**	7%	
Fairly dissatisfied	33	9	*	12	12	25	8	17	16	5	14	11	3	5	2	15	10	14	**	4	
	4%	3%	-%	4%	7%	4%	3%	4%	4%	4%	4%	4%	3%	3%	2%	4%	4%	4%	**	6%	
Very dissatisfied	32	3	1	17	11	28	4	17	15	7	16	12	1	3	5	13	12	15	**	5	
	4%	1%	-%	6%	6%	4%	2%	4%	3%	6%	4%	4%	1%	2%	6%	3%	5%	4%	**	6%	
TOTAL DISSATISFIED	65	12	1	29	23	53	12	34	31	12	30	23	4	8	7	27	22	28	**	9	
	7%	5%	1%	9%	13%	8%	5%	7%	7%	10%	8%	8%	4%	5%	8%	7%	9%	7%	**	12%	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 28**

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**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE			SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Don't know	15	11	1	3	-	9	6	6	9	4	5	5	1	5	2	3	4	5	**	3
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Base for % (Unweighted and weighted)	1664	**	517	604	272	500	228	254	618	792	806	858	394	523	371	376	917	747	1436	228
	910	25	353	317	118	216	97	166	377	368	460	451	270	272	164	204	542	368	787	123
Very satisfied	410	**	149	133	64	119	55	71	150	189	197	214	114	115	74	107	229	181	352	59
	45%	**	42%	42%	54% bc	55% bc	57% bc	43%	40%	51% gh	43%	47%	42%	42%	45%	53% lmn	42%	49% p	45%	47%
Fairly satisfied	349	**	133	130	41	75	34	62	155	133	186	163	105	115	65	65	220	129	306	43
	38%	**	38%	41% e	35%	35%	35%	37%	41%	36%	41%	36%	39% o	42% o	39% o	32%	41% q	35%	39%	35%
TOTAL SATISFIED	759	**	282	263	105	194	89	133	305	322	383	377	219	230	139	172	449	310	658	102
	83%	**	80%	83%	89% bc	90% bc	92% bc	80%	81%	87% gh	83%	84%	81%	84%	85%	84%	83%	84%	84%	82%
Neither	86	**	43	27	7	13	6	17	44	25	42	44	32	25	14	14	57	29	74	12
	9%	**	12% cdef	9%	6%	6%	7%	10%	12% i	7%	9%	10%	12% o	9%	9%	7%	11% q	8%	9%	9%
Fairly dissatisfied	33	**	13	13	5	6	1	7	15	11	19	14	10	10	4	10	20	13	28	5
	4%	**	4%	4% f	4%	3%	1%	4%	4%	3%	4%	3%	4%	4%	2%	5%	4%	4%	4%	4%
Very dissatisfied	32	**	15	14	2	2	*	8	13	11	16	16	9	8	7	9	17	16	27	5
	4%	**	4% def	4% def	1%	1%	1%	5%	3%	3%	3%	4%	3%	3%	4%	4%	3%	4%	3%	4%
TOTAL DISSATISFIED	65	**	28	27	6	8	2	16	28	22	35	30	19	18	11	18	36	29	55	10
	7%	**	8% ef	9% ef	5% f	4%	2%	9% i	7%	6%	8%	7%	7%	6%	7%	9%	7%	8%	7%	8%
Don't know	15	**	10	4	-	-	-	7	8	1	6	9	6	5	2	2	11	4	14	1

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Base for % (Unweighted and weighted)	1664	1394	126	**	**	589	374	332	165
	910	766	69	46	30	307	217	189	89
Very satisfied	410	346	33	**	**	143	94	74	38
	45%	45%	49%	**	**	47% g	43%	39%	42%
Fairly satisfied	349	290	25	**	**	114	95	74	34
	38%	38%	37%	**	**	37%	44% e	39%	38%
TOTAL SATISFIED	759	637	59	**	**	257	189	148	71
	83%	83%	86%	**	**	84% g	87% gh	78%	80%
Neither	86	75	5	**	**	31	16	21	9
	9%	10%	7%	**	**	10%	7%	11%	11%
Fairly dissatisfied	33	30	2	**	**	9	5	11	5
	4%	4%	3%	**	**	3%	2%	6% ef	6%
Very dissatisfied	32	24	3	**	**	10	7	9	3
	4%	3%	4%	**	**	3%	3%	5%	4%
TOTAL DISSATISFIED	65	54	5	**	**	19	13	20	8
	7%	7%	7%	**	**	6%	6%	11% ef	9%
Don't know	15	13	-	**	**	2	3	2	1

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



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Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED															
Significance Level: 95%	a	~b	c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s	
Unweighted total	487	171	81	173	62	-	487	175	312	46	-	-	175	312	17	157	-	-	16	30
Effective Weighted Sample	456	160	77	161	58	-	456	165	291	44	-	-	165	291	16	148	-	-	15	29
Total	244	84	39	88	34	-	244	92	152	25	-	-	92	152	9	83	-	-	8	16
Base for % (Unweighted and weighted)	478	164	**	171	**	**	478	173	305	**	**	**	173	305	**	155	**	**	**	**
	239	80	39	86	34	-	239	91	148	23	-	-	91	148	9	82	-	-	8	15
Very satisfied	117	37	**	47	**	**	117	42	76	**	**	**	42	76	**	37	**	**	**	**
	49%	46%	**	54%	**	**	49%	46%	51%	**	**	**	46%	51%	**	45%	**	**	**	**
Fairly satisfied	81	28	**	22	**	**	81	33	47	**	**	**	33	47	**	30	**	**	**	**
	34%	35%	**	25%	**	**	34%	37%	32%	**	**	**	37%	32%	**	36%	**	**	**	**
TOTAL SATISFIED	198	64	**	69	**	**	198	75	123	**	**	**	75	123	**	66	**	**	**	**
	83%	81%	**	79%	**	**	83%	83%	83%	**	**	**	83%	83%	**	81%	**	**	**	**
Neither	29	12	**	12	**	**	29	12	17	**	**	**	12	17	**	11	**	**	**	**
	12%	15%	**	14%	**	**	12%	13%	12%	**	**	**	13%	12%	**	14%	**	**	**	**
Fairly dissatisfied	8	3	**	5	**	**	8	3	5	**	**	**	3	5	**	3	**	**	**	**
	3%	3%	**	5%	**	**	3%	3%	3%	**	**	**	3%	3%	**	3%	**	**	**	**
Very dissatisfied	4	1	**	1	**	**	4	1	3	**	**	**	1	3	**	1	**	**	**	**
	2%	1%	**	1%	**	**	2%	1%	2%	**	**	**	1%	2%	**	2%	**	**	**	**
TOTAL DISSATISFIED	12	4	**	6	**	**	12	4	8	**	**	**	4	8	**	4	**	**	**	**
	5%	5%	**	7%	**	**	5%	4%	5%	**	**	**	4%	5%	**	5%	**	**	**	**
Don't know	6	5	**	1	**	**	6	1	5	**	**	**	1	5	**	1	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 c	65-74 d	65+ e	75+ f	16-34 ~g	35-54 h	55+ i	MALE j	FEMALE k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	487	9	88	150	114	240	126	52	115	320	236	251	98	132	114	143	230	257	408	79
Effective Weighted Sample	456	9	85	144	112	236	124	51	109	309	220	237	94	125	111	137	215	247	382	74
Total	244	6	60	78	48	101	52	34	68	142	124	120	63	65	48	68	129	116	205	39
Base for % (Unweighted and weighted)	478	**	**	147	114	240	126	**	111	319	235	243	**	129	112	143	223	255	399	**
	239	4	57	77	48	101	52	31	66	142	124	115	60	63	47	68	124	115	199	39
Very satisfied	117	**	**	33	29	61	32	**	26	82	59	58	**	30	21	42	54	63	97	**
	49%	**	**	44%	61% c	61% c	61% c	**	39%	58% h	48%	50%	**	47%	46%	61% mn	44%	55% p	49%	**
Fairly satisfied	81	**	**	29	14	30	16	**	25	43	46	35	**	22	20	17	44	37	68	**
	34%	**	**	38%	28%	29%	31%	**	38%	31%	37%	30%	**	35%	42% o	25%	35%	32%	34%	**
TOTAL SATISFIED	198	**	**	63	43	91	48	**	51	125	105	93	**	52	41	59	98	100	165	**
	83%	**	**	82%	89%	90% c	91% c	**	77%	88% h	85%	81%	**	82%	87%	87%	79%	87% p	83%	**
Neither	29	**	**	9	4	8	4	**	12	11	13	16	**	6	4	6	20	9	24	**
	12%	**	**	11%	9%	8%	8%	**	19% i	8%	11%	14%	**	10%	8%	8%	16% q	8%	12%	**
Fairly dissatisfied	8	**	**	3	1	1	*	**	2	3	3	5	**	4	1	2	5	2	7	**
	3%	**	**	4%	2%	1%	1%	**	3%	2%	3%	4%	**	6%	2%	2%	4%	2%	3%	**
Very dissatisfied	4	**	**	2	*	*	-	**	1	2	2	2	**	1	1	2	1	3	3	**
	2%	**	**	3% ef	1%	*% ef	-%	**	2%	2%	1%	2%	**	2%	3%	3%	1%	3%	2%	**
TOTAL DISSATISFIED	12	**	**	5	1	2	*	**	3	5	5	7	**	5	2	3	6	5	10	**
	5%	**	**	7% ef	2%	2%	1%	**	4%	4%	4%	6%	**	8%	5%	5%	5%	5%	5%	**
Don't know	6	**	**	2	-	-	-	**	2	*	1	5	**	2	1	-	5	1	6	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 29**

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

**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	~f	~g	~h
Unweighted total	487	401	43	31	12	296	28	20	49
Effective Weighted Sample	456	375	41	29	11	278	26	18	46
Total	244	202	21	16	6	145	16	10	25
Base for % (Unweighted and weighted)	478	393	**	**	**	295	**	**	**
	239	197	21	15	6	144	16	9	25
Very satisfied	117	96	**	**	**	73	**	**	**
	49%	49%	**	**	**	51%	**	**	**
Fairly satisfied	81	66	**	**	**	50	**	**	**
	34%	33%	**	**	**	35%	**	**	**
TOTAL SATISFIED	198	162	**	**	**	124	**	**	**
	83%	82%	**	**	**	86%	**	**	**
Neither	29	27	**	**	**	14	**	**	**
	12%	14%	**	**	**	10%	**	**	**
Fairly dissatisfied	8	7	**	**	**	4	**	**	**
	3%	3%	**	**	**	2%	**	**	**
Very dissatisfied	4	2	**	**	**	2	**	**	**
	2%	1%	**	**	**	1%	**	**	**
TOTAL DISSATISFIED	12	9	**	**	**	6	**	**	**
	5%	4%	**	**	**	4%	**	**	**
Don't know	6	5	**	**	**	1	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, in a bundle of services, where the bill is paid within the household

															SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE										
INTER-					SIMPLE		STAND-		LAST 12 MONTHS		BUNDLE NON-SWITCHERS		STANDALONE SWITCHES							
ESTED ENG-AGED					BUNDLE ALONE		EVER		NEVER		SWITCHES		RS		YES NO		DUAL TRIPLE		SINGLE MULTIPLE	
a b c d					e ~f		g		h i		j k		~l ~m		n o		p q		~r s	
Significance Level: 95%	Total																			
Unweighted total	1200	342	198	399	261	1200	-	698	502	160	698	502	-	-	140	556	474	656	50	110
Effective Weighted Sample	1128	320	186	375	246	1128	-	656	472	151	656	472	-	-	132	523	445	619	47	104
Total	681	191	112	226	151	681	-	394	287	93	394	287	-	-	82	312	262	386	29	65
Base for % (Unweighted and weighted)	1186	332	197	396	261	1186	**	691	495	156	691	495	**	**	137	552	468	648	**	107
	672	185	112	224	151	672	-	389	282	90	389	282	-	-	79	309	258	381	28	62
Very satisfied	293	80	52	101	60	293	**	166	127	40	166	127	**	**	39	126	111	166	**	30
	44%	44%	46%	45%	40%	44%	**	43%	45%	45%	43%	45%	**	**	50%	41%	43%	44%	**	49%
Fairly satisfied	269	67	59	86	56	269	**	164	105	35	164	105	**	**	29	134	102	153	**	22
	40%	36%	53%	38%	37%	40%	**	42%	37%	39%	42%	37%	**	**	37%	43%	40%	40%	**	36%
TOTAL SATISFIED	561	148	111	187	116	561	**	330	232	76	330	232	**	**	68	261	214	319	**	53
	84%	80%	100%	83%	77%	84%	**	85%	82%	84%	85%	82%	**	**	86%	84%	83%	84%	**	84%
Neither	57	29	-	14	14	57	**	29	28	5	29	28	**	**	4	25	22	34	**	3
	8%	16%	0%	6%	9%	8%	**	7%	10%	5%	7%	10%	**	**	5%	8%	9%	9%	**	4%
Fairly dissatisfied	25	6	*	7	12	25	**	14	11	3	14	11	**	**	2	12	10	14	**	3
	4%	3%	100%	3%	8%	4%	**	4%	4%	3%	4%	4%	**	**	2%	4%	4%	4%	**	4%
Very dissatisfied	28	2	-	16	9	28	**	16	12	7	16	12	**	**	5	11	12	15	**	5
	4%	1%	0%	7%	6%	4%	**	4%	4%	7%	4%	4%	**	**	6%	4%	5%	4%	**	7%
TOTAL DISSATISFIED	53	8	*	23	21	53	**	30	23	10	30	23	**	**	7	24	22	28	**	7
	8%	4%	100%	10%	14%	8%	**	8%	8%	11%	8%	8%	**	**	9%	8%	9%	7%	**	11%
Don't know	9	6	1	2	-	9	**	5	5	3	5	5	**	**	2	2	4	5	**	2
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 30**

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**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1200	36	443	461	158	260	102	211	515	474	578	622	304	398	261	237	702	498	1050	150
Effective Weighted Sample	1128	35	430	441	155	255	100	204	489	455	543	587	295	381	256	225	664	471	987	141
Total	681	21	303	242	70	115	45	138	316	226	341	340	213	212	118	138	425	256	596	85
Base for % (Unweighted and weighted)	1186	**	433	457	158	260	102	206	507	473	571	615	300	394	259	233	694	492	1037	149
	672	21	295	240	70	115	45	135	311	226	336	336	210	209	117	136	419	253	588	84
Very satisfied	293	**	127	99	34	58	23	62	124	107	137	156	89	85	53	65	175	118	254	38
	44%	**	43%	41%	49%	50%	52%	46%	40%	47%	41%	46%	43%	41%	45%	48%	42%	47%	43%	46%
						c				h										
Fairly satisfied	269	**	113	101	28	46	18	49	130	89	140	128	84	92	45	47	176	92	238	31
	40%	**	38%	42%	39%	40%	41%	37%	42%	40%	42%	38%	40%	44%	38%	35%	42%	37%	40%	37%
														o						
TOTAL SATISFIED	561	**	240	200	62	104	42	111	254	196	278	284	173	178	98	113	351	210	492	69
	84%	**	81%	83%	89%	90%	92%	83%	82%	87%	83%	85%	83%	85%	83%	83%	84%	83%	84%	83%
					b	bc	bc			h										
Neither	57	**	32	18	3	5	2	12	32	13	28	29	19	19	11	8	38	19	50	6
	8%	**	11%	8%	4%	4%	5%	9%	10%	6%	8%	9%	9%	9%	9%	6%	9%	8%	9%	8%
			de						i											
Fairly dissatisfied	25	**	10	10	4	5	1	4	13	8	16	9	8	6	3	8	14	11	22	4
	4%	**	3%	4%	5%	4%	2%	3%	4%	3%	5%	3%	4%	3%	2%	6%	3%	4%	4%	4%
Very dissatisfied	28	**	14	11	1	2	*	7	12	9	14	14	9	6	6	7	15	13	24	4
	4%	**	5%	5%	2%	2%	1%	5%	4%	4%	4%	4%	4%	3%	5%	5%	4%	5%	4%	5%
			e	e																
TOTAL DISSATISFIED	53	**	24	22	5	6	1	12	25	16	30	23	17	13	9	15	30	24	45	8
	8%	**	8%	9%	7%	5%	3%	9%	8%	7%	9%	7%	8%	6%	7%	11%	7%	9%	8%	10%
				f												m				
Don't know	9	**	7	2	-	-	-	4	5	*	5	4	3	3	1	2	6	3	8	1

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 30**

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**QL5. In terms of your landline service... How satisfied are you with the OVERALL SERVICE PROVIDED by (LANDLINE PROVIDER)? Would you say you are...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	1200	1012	83	62	43	296	351	316	117
Effective Weighted Sample	1128	952	78	58	40	278	330	297	110
Total	681	576	48	33	24	165	204	181	65
Base for % (Unweighted and weighted)	1186	1001	**	**	**	294	346	314	116
	672	569	48	31	24	164	201	180	64
Very satisfied	293	251	**	**	**	70	87	70	29
	44%	44%	**	**	**	43%	44%	39%	44%
Fairly satisfied	269	224	**	**	**	63	89	72	24
	40%	39%	**	**	**	39%	44%	40%	38%
TOTAL SATISFIED	561	475	**	**	**	133	176	142	53
	84%	84%	**	**	**	81%	88% eg	79%	82%
Neither	57	48	**	**	**	17	14	19	5
	8%	8%	**	**	**	10%	7%	10%	8%
Fairly dissatisfied	25	23	**	**	**	5	5	10	3
	4%	4%	**	**	**	3%	2%	6% f	5%
Very dissatisfied	28	22	**	**	**	8	6	9	3
	4%	4%	**	**	**	5%	3%	5%	5%
TOTAL DISSATISFIED	53	45	**	**	**	13	11	19	6
	8%	8%	**	**	**	8%	5%	10% f	10%
Don't know	9	8	**	**	**	1	3	1	1

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 31**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-		ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHED	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHED	STANDAL ONE NON SWITCHED	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE																	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Yes - in the last 6 months	63	9	2	29	23	50	13	63	-	63	50	-	13	-	18	46	22	27	**	51
	7%	3%	2%	9%	13%	7%	5%	13%	0%	54%	13%	0%	14%	0%	20%	12%	8%	7%	**	63%
				ab	ab			h		gh	km		km		o					
Yes - 7 to 12 months ago	54	3	*	18	33	43	11	54	-	54	43	-	11	-	6	48	21	18	**	30
	6%	1%	0%	6%	18%	6%	5%	11%	0%	46%	11%	0%	12%	0%	7%	12%	8%	5%	**	37%
				ab	abc			h		gh	km		km				q			
Yes - 13 to 18 months ago	34	4	1	14	15	27	6	34	-	-	27	-	6	-	10	23	8	18	**	-
	4%	1%	1%	5%	8%	4%	3%	7%	0%	0%	7%	0%	7%	0%	11%	6%	3%	5%	**	0%
				ab	abc			hi			km		km		o					
Yes - 1.5 to 2 years ago	39	2	2	15	20	30	9	39	-	-	30	-	9	-	7	32	12	15	**	-
	4%	1%	1%	5%	11%	4%	4%	8%	0%	0%	8%	0%	10%	0%	8%	8%	5%	4%	**	0%
				ab	abc			hi			km		km							
Yes - 2 to 3 years ago	54	12	14	19	8	47	7	54	-	-	47	-	7	-	7	46	15	30	**	-
	6%	5%	10%	6%	4%	7%	3%	11%	0%	0%	12%	0%	8%	0%	8%	12%	6%	8%	**	0%
			ad			f		hi			km		km							
Yes - more than 3 years ago	242	77	55	72	38	197	45	242	-	-	197	-	45	-	42	200	68	118	**	-
	26%	28%	36%	23%	20%	29%	18%	50%	0%	0%	50%	0%	49%	0%	46%	51%	26%	31%	**	0%
		d	acd			f		hi			km		km							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 31**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	SWITCHED WHEN MOVING																			BUNDLE TYPE		LANDLINE SWITCH	
	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE												
	Total	INACT- TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E			
				ESTED	ENG- AGED																		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s			
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140			
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132			
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81			
No - never changed provider	439	168	76	147	48	287	152	-	439	-	-	287	-	152	-	-	116	158	**	-			
	47%	61%	50%	47%	26%	42%	62%	-%	100%	-%	-%	100%	-%	100%	-%	-%	44%	41%	**	-%			
Columns Tested:	a,b,c,d	e,f	g,h,i	j,k,l,m	n,o	p,q	r,s																

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Yes - in the last 6 months	63 7%	** **	33 9% cdef	19 6% f	6 5%	8 4%	2 2%	20 11% i	29 8% i	14 4%	29 6%	35 8%	19 7%	22 8%	8 5%	14 7%	41 7%	22 6%	55 7%	8 6%
Yes - 7 to 12 months ago	54 6%	** **	26 7% def	21 6% def	3 3%	6 3%	2 3%	12 7%	27 7% i	15 4%	26 6%	28 6%	9 3%	19 7% l	11 7% l	15 7% l	28 5%	26 7%	47 6%	7 6%
Yes - 13 to 18 months ago	34 4%	** **	14 4% f	13 4% ef	3 2%	4 2%	1 1%	11 6% i	16 4% i	7 2%	20 4%	13 3%	11 4%	8 3%	6 4%	9 4%	19 3%	15 4%	29 4%	5 4%
Yes - 1.5 to 2 years ago	39 4%	** **	19 5% e	15 5%	3 2%	5 2%	2 3%	9 6%	17 4%	13 3%	18 4%	21 5%	11 4%	8 3%	9 6% m	10 5%	20 4%	19 5%	32 4%	7 6%
Yes - 2 to 3 years ago	54 6%	** **	24 7%	18 6%	6 5%	10 5%	4 4%	12 7%	23 6%	19 5%	26 6%	28 6%	15 5%	21 7% o	10 6%	8 4%	35 6%	18 5%	48 6%	6 5%
Yes - more than 3 years ago	242 26%	** **	80 22%	98 31% b	37 31% b	62 29% b	25 25%	25 14%	109 28% g	108 29% g	130 28%	112 24%	82 30% o	71 26%	43 26%	46 22%	153 28%	89 24%	216 27%	26 21%
No - never changed provider	439 47%	** **	167 46%	136 43%	60 51% c	120 56% bc	60 62% bcd	85 49%	163 42%	192 52% h	216 46%	223 48%	129 47%	127 46%	77 47%	106 51%	256 46%	183 49%	374 47%	65 53%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 31**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	NATION					FIXED SUPPLIER			
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Yes - in the last 6 months	63 7%	56 7%	3 5%	** **	** **	15 5%	12 5%	13 7%	7 7%
Yes - 7 to 12 months ago	54 6%	45 6%	3 5%	** **	** **	12 4%	14 7%	10 5%	5 6%
Yes - 13 to 18 months ago	34 4%	31 4%	1 2%	** **	** **	4 1%	12 5% e	6 3%	6 7% eg
Yes - 1.5 to 2 years ago	39 4%	27 3%	4 6%	** **	** **	6 2%	9 4%	7 4%	7 8% e
Yes - 2 to 3 years ago	54 6%	50 6% b	1 1%	** **	** **	12 4%	21 9% eg	8 4%	4 5%
Yes - more than 3 years ago	242 26%	205 26%	19 27%	** **	** **	36 12%	70 32% e	67 35% e	34 38% e
No - never changed provider	439 47%	363 47%	37 54%	** **	** **	223 72% fgh	84 38% h	80 42% h	26 29%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 32**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE	STAND-	EVER	NEVER	MONTHS	BUNDLE SWITCHED	BUNDLE		STANDAL		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED	BUNDLE	ALONE					LAST 12	NON-SWITCHERS	ONE	ONE NON						
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s			
Significance Level: 95%																					
Unweighted total	1530	459	246	520	305	1060	470	716	814	164	558	502	158	312	-	713	416	582	47	117	
Effective Weighted Sample	1432	428	231	486	287	996	440	673	759	155	524	472	149	291	-	670	391	549	45	110	
Total	835	244	134	283	174	599	236	396	439	93	313	287	83	152	-	395	230	341	26	68	
Yes - in the last 6 months	46	-	-	23	23	35	11	46	-	46	35	-	11	-	**	46	15	19	**	40	
	5%	-%	-%	8%	13%	6%	5%	12%	-%	49%	11%	-%	13%	-%	**	12%	7%	5%	**	59%	
				ab	abc			h		gh	km		km								
Yes - 7 to 12 months ago	48	-	-	15	33	37	11	48	-	48	37	-	11	-	**	48	17	16	**	28	
	6%	-%	-%	5%	19%	6%	5%	12%	-%	51%	12%	-%	14%	-%	**	12%	8%	5%	**	41%	
				ab	abc			h		gh	km		km				q				
Yes - 13 to 18 months ago	24	-	-	10	14	17	6	24	-	-	17	-	6	-	**	23	4	13	**	-	
	3%	-%	-%	3%	8%	3%	3%	6%	-%	-%	6%	-%	7%	-%	**	6%	2%	4%	**	-%	
				ab	abc			hi			km		km				p				
Yes - 1.5 to 2 years ago	32	-	-	13	19	25	7	32	-	-	25	-	7	-	**	32	11	12	**	-	
	4%	-%	-%	5%	11%	4%	3%	8%	-%	-%	8%	-%	9%	-%	**	8%	5%	3%	**	-%	
				ab	abc			hi			km		km								
Yes - 2 to 3 years ago	46	11	12	16	7	40	6	46	-	-	40	-	6	-	**	46	14	25	**	-	
	6%	5%	9%	5%	4%	7%	2%	12%	-%	-%	13%	-%	7%	-%	**	12%	6%	7%	**	-%	
			ad			f		hi			klm		km								
Yes - more than 3 years ago	200	65	46	60	30	159	42	200	-	-	159	-	42	-	**	200	52	99	**	-	
	24%	26%	34%	21%	17%	26%	18%	51%	-%	-%	51%	-%	50%	-%	**	51%	23%	29%	**	-%	
		d	acd			f		hi			km		km				p				
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 32**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1530	459	246	520	305	1060	470	716	814	164	558	502	158	312	-	713	416	582	47	117
Effective Weighted Sample	1432	428	231	486	287	996	440	673	759	155	524	472	149	291	-	670	391	549	45	110
Total	835	244	134	283	174	599	236	396	439	93	313	287	83	152	-	395	230	341	26	68
No - never changed provider	439	168	76	147	48	287	152	-	439	-	-	287	-	152	**	-	116	158	**	-
	53%	69%	57%	52%	28%	48%	65%	-%	100%	-%	-%	100%	-%	100%	**	-%	51%	46%	**	-%
		bcd	d	d			e		gi			jl		jl						
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 32**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1530	35	470	554	255	471	216	220	566	744	743	787	363	472	350	345	835	695	1322	208
Effective Weighted Sample	1432	34	456	530	250	462	212	213	538	715	694	741	351	450	342	325	787	658	1238	194
Total	835	21	321	291	111	203	92	144	347	345	424	411	249	246	154	186	495	340	724	111
Yes - in the last 6 months	46 5%	** **	23 7% ef	14 5%	5 4%	7 3%	2 2%	11 8% i	23 7% i	11 3%	22 5%	24 6%	14 6%	16 6%	7 4%	9 5%	30 6%	16 5%	40 6%	6 5%
Yes - 7 to 12 months ago	48 6%	** **	23 7% def	18 6% def	3 3%	6 3%	2 3%	10 7%	24 7% i	14 4%	23 5%	25 6%	9 3%	15 6%	10 7% l	14 8% l	23 5%	25 7% p	43 6%	5 4%
Yes - 13 to 18 months ago	24 3%	** **	9 3%	11 4% e	2 2%	3 1%	1 1%	4 2%	14 4% i	6 2%	14 3%	10 2%	7 3%	5 2%	4 3%	7 4%	12 3%	11 3%	20 3%	3 3%
Yes - 1.5 to 2 years ago	32 4%	** **	14 4%	14 5% e	2 2%	5 2%	2 3%	7 5%	13 4%	12 4%	16 4%	17 4%	9 3%	6 2%	9 6% m	9 5%	14 3%	18 5% p	28 4%	4 4%
Yes - 2 to 3 years ago	46 6%	** **	21 6%	17 6%	5 4%	8 4%	3 4%	9 6%	22 6%	16 5%	23 5%	24 6%	12 5%	18 7% o	9 6%	7 4%	30 6%	16 5%	42 6%	5 4%
Yes - more than 3 years ago	200 24%	** **	64 20%	81 28% b	34 31% bf	54 27% b	21 22%	19 13%	88 25% g	93 27% g	111 26% k	89 22%	71 28% o	58 24%	37 24%	34 18%	129 26% q	72 21%	177 24%	24 21%
No - never changed provider	439 53%	** **	167 52%	136 47%	60 54% c	120 59% bc	60 65% bcd	85 59% h	163 47%	192 56% h	216 51%	223 54%	129 52%	127 52%	77 50%	106 57%	256 52%	183 54%	374 52%	65 59%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 32**

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

**QL7. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Thinking just about your landline service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your home landline service and/ or line rental? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently change provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1530	1278	115	87	50	561	324	304	152
Effective Weighted Sample	1432	1196	107	82	47	523	304	285	143
Total	835	700	62	46	27	293	189	173	82
Yes - in the last 6 months	46 5%	41 6%	1 2%	**	**	12 4%	7 4%	10 6%	6 7%
Yes - 7 to 12 months ago	48 6%	39 6%	3 4%	**	**	11 4%	13 7% e	10 6%	5 6%
Yes - 13 to 18 months ago	24 3%	22 3%	1 2%	**	**	3 1%	7 4% e	4 2%	5 6% e
Yes - 1.5 to 2 years ago	32 4%	22 3%	3 6%	**	**	5 2%	7 4%	6 3%	7 8% eg
Yes - 2 to 3 years ago	46 6%	43 6% b	1 1%	**	**	11 4%	17 9% eg	6 4%	4 5%
Yes - more than 3 years ago	200 24%	170 24%	15 24%	**	**	28 9%	54 29% e	56 33% e	31 37% e
No - never changed provider	439 53%	363 52%	37 60%	**	**	223 76% fgh	84 44% h	80 47% h	26 32%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 33**

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

**NQL7a. Did you make this change of provider for your landline service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : Those who have ever changed their landline provider

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED							NON-SWITCHERS	ONE SWITCHES								
Significance Level: 95%	a	b	c	d	e	f	g	~h	i	j	~k	l	~m	n	o	p	q	~r	s		
Unweighted total	873	203	132	298	240	698	175	873	-	206	698	-	175	-	157	713	267	388	66	140	
Effective Weighted Sample	821	190	124	282	226	656	165	821	-	194	656	-	165	-	148	670	251	366	62	132	
Total	486	107	75	167	137	394	92	486	-	118	394	-	92	-	90	395	146	228	37	81	
Yes	90	31	17	31	11	82	9	90	**	24	82	**	9	**	90	-	32	45	**	13	
	19%	29%	23%	18%	8%	21%	9%	19%	**	21%	21%	**	9%	**	100%	-%	22%	20%	**	16%	
		cd	d	d		f					l				o						
No	395	76	58	136	125	312	83	395	**	93	312	**	83	**	-	395	113	183	**	68	
	81%	71%	77%	82%	91%	79%	90%	81%	**	79%	79%	**	90%	**	-%	100%	77%	80%	**	84%	
				a	abc		e						j			n					
Don't know	1	*	-	-	1	1	1	1	**	-	1	**	1	**	-	-	*	-	**	-	
	*%	*%	-%	-%	1%	*%	1%	*%	**	-%	*%	**	1%	**	-%	-%	*%	-%	**	-%	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 33**

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

**NQL7a. Did you make this change of provider for your landline service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : Those who have ever changed their landline provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	873	19	286	352	131	216	85	134	366	373	435	438	213	285	198	177	498	375	766	107
Effective Weighted Sample	821	18	277	337	128	212	83	130	347	359	409	412	206	273	194	168	471	355	720	101
Total	486	12	195	184	58	95	37	88	222	177	249	237	147	150	88	101	297	189	427	59
Yes	90	**	42	29	8	13	**	28	38	24	41	49	27	31	11	21	58	32	77	13
	19%	**	21%	16%	13%	13%	**	32%	17%	13%	17%	21%	18%	21%	13%	20%	20%	17%	18%	22%
			de					hi						n						
No	395	**	153	155	50	82	**	59	184	152	206	188	120	118	76	80	238	156	348	46
	81%	**	78%	84%	87%	86%	**	67%	83%	86%	83%	79%	82%	79%	87%	79%	80%	83%	82%	78%
					b	b			g	g					m					
Don't know	1	**	*	-	-	*	**	1	-	*	1	-	-	*	1	*	*	1	1	-
	*%	**	*%	-%	-%	*%	**	1%	-%	*%	1%	-%	-%	*%	1%	*%	*%	1%	*%	-%
								h												

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 33**

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

**NQL7a. Did you make this change of provider for your landline service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : Those who have ever changed their landline provider

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	873	743	57	53	20	154	240	197	117
Effective Weighted Sample	821	698	54	50	19	145	226	184	110
Total	486	415	31	28	12	86	137	111	64
Yes	90	78	**	**	**	17	32	19	8
	19%	19%	**	**	**	19%	23% h	17%	12%
No	395	336	**	**	**	69	105	92	56
	81%	81%	**	**	**	79%	77%	82%	88% f
Don't know	1	1	**	**	**	1	-	*	-
	*%	*%	**	**	**	1%	-%	*%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 34**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : Those who have ever changed their landline provider

															SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
	INTER-					SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES							
	INACTIVE	PASSIVE	ESTED	ENG-AGED																
Significance Level: 95%	Total	a	b	c	d	e	f	g	~h	i	j	~k	l	~m	n	o	p	q	~r	s
Unweighted total	873	203	132	298	240	698	175	873	-	206	698	-	175	-	157	713	267	388	66	140
Effective Weighted Sample	821	190	124	282	226	656	165	821	-	194	656	-	165	-	148	670	251	366	62	132
Total	486	107	75	167	137	394	92	486	-	118	394	-	92	-	90	395	146	228	37	81
Yes	299	66	42	98	94	238	62	299	**	71	238	**	62	**	32	267	90	133	**	52
	62%	62%	55%	59%	68% bc	60%	67%	62%	**	61%	60%	**	67%	**	36%	68% n	62%	58%	**	64%
No	174	37	32	64	41	150	24	174	**	43	150	**	24	**	57	116	56	89	**	26
	36%	34%	42% d	39% d	30%	38% f	26%	36%	**	37%	38% l	**	26%	**	64% o	29%	38%	39%	**	32%
Not sure	13	4	2	4	2	7	6	13	**	3	7	**	6	**	1	12	-	6	**	3
	3%	4%	2%	3%	2%	2%	6% e	3%	**	3%	2%	**	6% j	**	1%	3%	-% p	3%	**	3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 34**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : Those who have ever changed their landline provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	873	19	286	352	131	216	85	134	366	373	435	438	213	285	198	177	498	375	766	107
Effective Weighted Sample	821	18	277	337	128	212	83	130	347	359	409	412	206	273	194	168	471	355	720	101
Total	486	12	195	184	58	95	37	88	222	177	249	237	147	150	88	101	297	189	427	59
Yes	299	**	96	124	45	72	**	39	130	131	164	135	90	98	55	57	188	111	267	33
	62%	**	49%	67%	77%	76%	**	45%	58%	74%	66%	57%	61%	65%	62%	56%	63%	59%	62%	56%
				b	bc	bc			g	gh	k			o						
No	174	**	92	57	13	20	**	44	87	43	78	96	55	47	32	41	101	72	150	24
	36%	**	47%	31%	22%	21%	**	50%	39%	24%	31%	40%	37%	31%	36%	40%	34%	38%	35%	41%
			cde	e				hi	i			j			m					
Not sure	13	**	7	3	1	2	**	5	5	3	7	6	2	5	2	4	7	5	11	2
	3%	**	4%	2%	1%	2%	**	5%	2%	2%	3%	3%	2%	3%	2%	4%	2%	3%	3%	3%
								i												

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 34**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : Those who have ever changed their landline provider

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	873	743	57	53	20	154	240	197	117
Effective Weighted Sample	821	698	54	50	19	145	226	184	110
Total	486	415	31	28	12	86	137	111	64
Yes	299	256	**	**	**	54	77	65	43
	62%	62%	**	**	**	63%	56%	59%	67%
No	174	148	**	**	**	32	55	43	20
	36%	36%	**	**	**	37%	40%	38%	31%
Not sure	13	11	**	**	**	*	5	3	1
	3%	3%	**	**	**	1%	3%	3%	2%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 35**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those who have ever changed their landline provider

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-		ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE								RS	~k	RS	RS						
Significance Level: 95%		a	~b	c	d	e	f	g	~h	i	j	~k	l	~m	~n	o	p	q	~r	s
Unweighted total	716	149	99	246	222	558	158	716	-	164	558	-	158	-	-	713	209	314	47	117
Effective Weighted Sample	673	140	93	233	209	524	149	673	-	155	524	-	149	-	-	670	197	296	45	110
Total	396	76	58	136	126	313	83	396	-	93	313	-	83	-	-	395	113	183	26	68
Yes	267	55	**	89	89	209	58	267	**	66	209	**	58	**	**	267	80	118	**	50
	67%	72%	**	66%	71%	67%	69%	67%	**	70%	67%	**	69%	**	**	68%	70%	64%	**	74%
No	117	18	**	42	35	97	20	117	**	25	97	**	20	**	**	116	34	60	**	16
	29%	23%	**	31%	28%	31%	24%	29%	**	27%	31%	**	24%	**	**	29%	30%	33%	**	24%
Not sure	12	4	**	4	2	6	6	12	**	3	6	**	6	**	**	12	-	5	**	2
	3%	5%	**	3%	2%	2%	7%	3%	**	3%	2%	**	7%	**	**	3%	-%	3%	**	3%
							e						j				p			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 35**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those who have ever changed their landline provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	716	9	225	295	114	187	73	91	302	323	364	352	174	227	173	142	401	315	630	86
Effective Weighted Sample	673	9	218	282	112	183	72	88	287	311	342	332	169	217	170	135	379	299	592	81
Total	396	5	153	155	50	82	32	59	184	153	208	188	120	118	77	81	239	157	350	46
Yes	267	**	84	114	42	66	**	**	115	121	146	121	84	84	52	48	167	100	237	**
	67%	**	54%	73%	83%	81%	**	**	63%	79%	70%	65%	69%	71%	68%	59%	70%	63%	68%	**
				b	bc	b				h				o						
No	117	**	63	38	8	14	**	**	63	29	56	61	35	29	24	29	64	53	103	**
	29%	**	41%	25%	16%	17%	**	**	34%	19%	27%	32%	29%	25%	31%	36%	27%	34%	29%	**
			cde	e					i						m		p			
Not sure	12	**	7	3	1	2	**	**	5	3	6	6	2	5	1	4	7	5	10	**
	3%	**	4%	2%	1%	3%	**	**	3%	2%	3%	3%	2%	4%	1%	5%	3%	3%	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 35**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those who have ever changed their landline provider

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	716	608	46	47	15	123	185	165	103
Effective Weighted Sample	673	571	43	44	14	116	174	154	97
Total	396	337	25	25	9	70	105	92	56
Yes	267	230	**	**	**	48	68	57	39
	67%	68%	**	**	**	69%	65%	62%	70%
No	117	96	**	**	**	21	32	32	16
	29%	28%	**	**	**	30%	31%	35%	28%
Not sure	12	11	**	**	**	*	4	3	1
	3%	3%	**	**	**	1%	4%	3%	2%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 36**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those who have changed their landline provider in the last 12 months

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				~c	ENG-AGED ~d						RS	~k	RS	RS						
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Unweighted total	164	-	-	69	95	123	41	164	-	164	123	-	41	-	-	164	58	58	47	117
Effective Weighted Sample	155	-	-	65	89	116	39	155	-	155	116	-	39	-	-	155	55	54	45	110
Total	93	-	-	38	55	71	22	93	-	93	71	-	22	-	-	93	33	34	26	68
Yes	66	**	**	**	**	50	**	66	**	66	50	**	**	**	**	66	**	**	**	50
	70%	**	**	**	**	71%	**	70%	**	70%	71%	**	**	**	**	70%	**	**	**	74%
No	25	**	**	**	**	19	**	25	**	25	19	**	**	**	**	25	**	**	**	16
	27%	**	**	**	**	26%	**	27%	**	27%	26%	**	**	**	**	27%	**	**	**	24%
Not sure	3	**	**	**	**	2	**	3	**	3	2	**	**	**	**	3	**	**	**	2
	3%	**	**	**	**	3%	**	3%	**	3%	3%	**	**	**	**	3%	**	**	**	3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 36**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those who have changed their landline provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	164	5	67	64	18	28	10	32	77	55	79	85	32	57	37	38	89	75	144	20
Effective Weighted Sample	155	5	65	62	18	28	10	31	73	53	74	81	31	54	36	36	84	71	136	19
Total	93	3	45	33	8	12	4	21	47	26	45	48	23	31	17	23	53	40	83	10
Yes	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	57	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68%	**
No	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**
Not sure	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 36**

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

**QL7d. And did you keep the same telephone number when you switched your landline service? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently by LANDLINE CROSS-BREAKS**

Base : EXCLUDING MOVERS Those who have changed their landline provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	164	141	8	12	3	38	36	32	18
Effective Weighted Sample	155	133	7	11	3	36	34	30	17
Total	93	80	4	7	2	22	19	20	10
Yes	66	57	**	**	**	**	**	**	**
	70%	71%	**	**	**	**	**	**	**
No	25	21	**	**	**	**	**	**	**
	27%	26%	**	**	**	**	**	**	**
Not sure	3	3	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**

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

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 37**

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

**NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-		ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE																	
		~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Significance Level: 95%																				
Unweighted total	206	21	5	83	97	160	46	206	-	206	160	-	46	-	42	164	75	77	66	140
Effective Weighted Sample	194	20	5	79	91	151	44	194	-	194	151	-	44	-	40	155	71	73	62	132
Total	118	12	3	47	56	93	25	118	-	118	93	-	25	-	24	93	43	46	37	81
BT	36	**	**	**	**	29	**	36	**	36	29	**	**	**	**	29	**	**	**	25
	30%	**	**	**	**	31%	**	30%	**	30%	31%	**	**	**	**	32%	**	**	**	31%
Sky	27	**	**	**	**	21	**	27	**	27	21	**	**	**	**	23	**	**	**	22
	23%	**	**	**	**	23%	**	23%	**	23%	23%	**	**	**	**	24%	**	**	**	27%
TalkTalk	16	**	**	**	**	11	**	16	**	16	11	**	**	**	**	13	**	**	**	10
	13%	**	**	**	**	12%	**	13%	**	13%	12%	**	**	**	**	14%	**	**	**	12%
Virgin Media	12	**	**	**	**	9	**	12	**	12	9	**	**	**	**	7	**	**	**	9
	11%	**	**	**	**	10%	**	11%	**	11%	10%	**	**	**	**	7%	**	**	**	11%
EE	3	**	**	**	**	2	**	3	**	3	2	**	**	**	**	3	**	**	**	2
	3%	**	**	**	**	2%	**	3%	**	3%	2%	**	**	**	**	4%	**	**	**	3%
Plusnet	3	**	**	**	**	3	**	3	**	3	3	**	**	**	**	3	**	**	**	3
	3%	**	**	**	**	3%	**	3%	**	3%	3%	**	**	**	**	3%	**	**	**	4%
Utilities Warehouse	1	**	**	**	**	1	**	1	**	1	1	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	1%	**	1%	**	1%	1%	**	**	**	**	1%	**	**	**	1%
Post Office	1	**	**	**	**	1	**	1	**	1	1	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	1%	**	1%	**	1%	1%	**	**	**	**	1%	**	**	**	1%
O2	1	**	**	**	**	1	**	1	**	1	1	**	**	**	**	1	**	**	**	-
	1%	**	**	**	**	1%	**	1%	**	1%	1%	**	**	**	**	1%	**	**	**	-%
AOL	*	**	**	**	**	*	**	*	**	*	*	**	**	**	**	*	**	**	**	-
	*%	**	**	**	**	1%	**	*%	**	*%	1%	**	**	**	**	1%	**	**	**	-%
Southern Electric	*	**	**	**	**	-	**	*	**	*	-	**	**	**	**	-	**	**	**	*
	*%	**	**	**	**	-%	**	*%	**	*%	-%	**	**	**	**	-%	**	**	**	*%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 37**

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

**NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE NON SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS	RS							
Significance Level: 95%	~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s		
Unweighted total	206	21	5	83	97	160	46	206	-	206	160	-	46	-	42	164	75	77	66	140	
Effective Weighted Sample	194	20	5	79	91	151	44	194	-	194	151	-	44	-	40	155	71	73	62	132	
Total	118	12	3	47	56	93	25	118	-	118	93	-	25	-	24	93	43	46	37	81	
Other	12	**	**	**	**	10	**	12	**	12	10	**	**	**	**	8	**	**	**	5	
	10%	**	**	**	**	11%	**	10%	**	10%	11%	**	**	**	**	8%	**	**	**	6%	
Don't know	5	**	**	**	**	4	**	5	**	5	4	**	**	**	**	4	**	**	**	2	
	4%	**	**	**	**	4%	**	4%	**	4%	4%	**	**	**	**	4%	**	**	**	3%	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 37**

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

**NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	206	7	88	79	21	32	11	48	94	64	96	110	40	77	42	47	117	89	178	28
Effective Weighted Sample	194	7	85	77	21	32	11	47	89	62	90	104	39	74	41	45	111	84	168	27
Total	118	4	60	40	9	14	5	32	56	29	55	63	28	41	19	29	69	48	102	15
BT	36 30%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	20 32%	** **	** **	** **	** **	24 34%	** **	28 27%	** **
Sky	27 23%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	16 26%	** **	** **	** **	** **	16 23%	** **	25 24%	** **
TalkTalk	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 12%	** **	** **	** **	** **	6 8%	** **	13 13%	** **
Virgin Media	12 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 8%	** **	** **	** **	** **	8 11%	** **	12 11%	** **
EE	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 3%	** **	** **	** **	** **	2 3%	** **	3 3%	** **
Plusnet	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	** **	** **	** **	** **	3 4%	** **	3 3%	** **
Utilities Warehouse	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **	1 1%	** **	1 1%	** **
Post Office	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **	- -%	** **	1 1%	** **
O2	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	- -%	** **	1 1%	** **
AOL	* *0%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	* 1%	** **	* *0%	** **
Southern Electric	* *0%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	* 1%	** **	* *0%	** **
Other	12 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 10%	** **	** **	** **	** **	6 9%	** **	10 10%	** **
Don't know	5 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 5%	** **	** **	** **	** **	4 5%	** **	5 4%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 37**

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

**NQL7c. Which provider did you use for your home landline service before switching to (LANDLINE PROVIDER)?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	206	177	13	12	4	48	49	38	21
Effective Weighted Sample	194	167	12	11	4	45	47	36	20
Total	118	101	6	7	3	28	26	23	12
BT	36	30	**	**	**	**	**	**	**
	30%	30%	**	**	**	**	**	**	**
Sky	27	25	**	**	**	**	**	**	**
	23%	24%	**	**	**	**	**	**	**
TalkTalk	16	12	**	**	**	**	**	**	**
	13%	12%	**	**	**	**	**	**	**
Virgin Media	12	12	**	**	**	**	**	**	**
	11%	12%	**	**	**	**	**	**	**
EE	3	3	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**
Plusnet	3	3	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**
Utilities Warehouse	1	*	**	**	**	**	**	**	**
	1%	*%	**	**	**	**	**	**	**
Post Office	1	*	**	**	**	**	**	**	**
	1%	*%	**	**	**	**	**	**	**
O2	1	-	**	**	**	**	**	**	**
	1%	-%	**	**	**	**	**	**	**
AOL	*	*	**	**	**	**	**	**	**
	*%	*%	**	**	**	**	**	**	**
Southern Electric	*	*	**	**	**	**	**	**	**
	*%	*%	**	**	**	**	**	**	**
Other	12	9	**	**	**	**	**	**	**
	10%	9%	**	**	**	**	**	**	**
Don't know	5	4	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 38**

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

**QL23. Why did you switch from (PREVIOUS LANDLINE PROVIDER) to (LANDLINE PROVIDER)?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				~c	~d															
Significance Level: 95%		~a	~b			~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	4	-	26	20	8	42	50	-	50	8	-	42	-	6	44	-	-	18	32
Effective Weighted Sample	47	4	-	25	19	7	40	47	-	47	7	-	40	-	6	42	-	-	17	30
Total	27	2	-	15	11	5	22	27	-	27	5	-	22	-	3	24	-	-	9	18
For a better/ cheaper price/ deal	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor service from previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To bundle two or more services together with one provider/ for convenience	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Better range of price plans	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 38**

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

**QL23. Why did you switch from (PREVIOUS LANDLINE PROVIDER) to (LANDLINE PROVIDER)?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	2	15	20	9	13	4	8	22	20	25	25	9	19	10	12	28	22	40	10
Effective Weighted Sample	47	2	14	19	9	13	4	8	21	19	24	24	9	18	10	11	27	21	38	10
Total	27	1	10	10	4	6	2	5	12	9	14	13	6	10	5	6	16	11	22	5
For a better/ cheaper price/ deal	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor service from previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To bundle two or more services together with one provider/ for convenience	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Better range of price plans	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 38**

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

**QL23. Why did you switch from (PREVIOUS LANDLINE PROVIDER) to (LANDLINE PROVIDER)?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	50	39	5	6	-	14	9	2	4
Effective Weighted Sample	47	37	5	6	-	13	9	2	4
Total	27	21	2	4	-	8	5	1	2
For a better/ cheaper price/ deal	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Poor service from previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To bundle two or more services together with one provider/ for convenience	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Better range of price plans	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 39**

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

**NQL7e. Did you receive any OTHER services from (PREVIOUS LANDLINE PROVIDER) as well as your landline service at the time you switched to (LANDLINE PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS LANDLINE PROVIDER)?**

**by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

		LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s	
Unweighted total	206	21	5	83	97	160	46	206	-	206	160	-	46	-	42	164	75	77	66	140	
Effective Weighted Sample	194	20	5	79	91	151	44	194	-	194	151	-	44	-	40	155	71	73	62	132	
Total	118	12	3	47	56	93	25	118	-	118	93	-	25	-	24	93	43	46	37	81	
No, did not receive any other services	27 23%	** **	** **	** **	** **	20 22%	** **	27 23%	** **	27 23%	20 22%	** **	** **	** **	** **	19 20%	** **	** **	** **	11 13%	
Fixed broadband service	74 63%	** **	** **	** **	** **	62 67%	** **	74 63%	** **	74 63%	62 67%	** **	** **	** **	** **	61 65%	** **	** **	** **	60 74%	
TV service	42 36%	** **	** **	** **	** **	35 38%	** **	42 36%	** **	42 36%	35 38%	** **	** **	** **	** **	33 35%	** **	** **	** **	34 42%	
Mobile broadband service	6 5%	** **	** **	** **	** **	4 5%	** **	6 5%	** **	6 5%	4 5%	** **	** **	** **	** **	6 6%	** **	** **	** **	5 6%	
Mobile phone service	5 4%	** **	** **	** **	** **	4 4%	** **	5 4%	** **	5 4%	4 4%	** **	** **	** **	** **	5 5%	** **	** **	** **	5 6%	
Don't know	3 3%	** **	** **	** **	** **	2 2%	** **	3 3%	** **	3 3%	2 2%	** **	** **	** **	** **	2 2%	** **	** **	** **	2 2%	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 39**

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

**NQL7e. Did you receive any OTHER services from (PREVIOUS LANDLINE PROVIDER) as well as your landline service at the time you switched to (LANDLINE PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS LANDLINE PROVIDER)?**

**by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	206	7	88	79	21	32	11	48	94	64	96	110	40	77	42	47	117	89	178	28
Effective Weighted Sample	194	7	85	77	21	32	11	47	89	62	90	104	39	74	41	45	111	84	168	27
Total	118	4	60	40	9	14	5	32	56	29	55	63	28	41	19	29	69	48	102	15
No, did not receive any other services	27	**	**	**	**	**	**	**	**	**	**	14	**	**	**	**	16	**	24	**
	23%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**	**	23%	**	23%	**
Fixed broadband service	74	**	**	**	**	**	**	**	**	**	**	40	**	**	**	**	44	**	63	**
	63%	**	**	**	**	**	**	**	**	**	**	64%	**	**	**	**	64%	**	61%	**
TV service	42	**	**	**	**	**	**	**	**	**	**	25	**	**	**	**	24	**	39	**
	36%	**	**	**	**	**	**	**	**	**	**	40%	**	**	**	**	34%	**	38%	**
Mobile broadband service	6	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	3	**	6	**
	5%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	5%	**	6%	**
Mobile phone service	5	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	2	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	**	4%	**	4%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	3	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	4%	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 39**

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

**NQL7e. Did you receive any OTHER services from (PREVIOUS LANDLINE PROVIDER) as well as your landline service at the time you switched to (LANDLINE PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS LANDLINE PROVIDER)?**

**by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	206	177	13	12	4	48	49	38	21
Effective Weighted Sample	194	167	12	11	4	45	47	36	20
Total	118	101	6	7	3	28	26	23	12
No, did not receive any other services	27	21	**	**	**	**	**	**	**
	23%	21%	**	**	**	**	**	**	**
Fixed broadband service	74	65	**	**	**	**	**	**	**
	63%	64%	**	**	**	**	**	**	**
TV service	42	37	**	**	**	**	**	**	**
	36%	36%	**	**	**	**	**	**	**
Mobile broadband service	6	6	**	**	**	**	**	**	**
	5%	6%	**	**	**	**	**	**	**
Mobile phone service	5	5	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**
Don't know	3	3	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 40**

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

**NQL7f. You said you received (SERVICES AT NQL7E) from (PREVIOUS LANDLINE PROVIDER). Did you get these services as a package/ bundle or separate services?  
by LANDLINE CROSS-BREAKS**

Base : Those who received other services from their previous landline provider at the time they switched

	SWITCHED WHEN MOVING																			BUNDLE TYPE			LANDLINE SWITCH		
	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE															
	INTER-				SIMPLE	STAND-	LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL													
		INACTIVE	PASSIVE	ESTED	ENGAGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHES	NON-SWITCHES	ONE SWITCHES	NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE					
Significance Level: 95%	Total	~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s					
Unweighted total	153	10	4	61	78	122	31	153	-	153	122	-	31	-	25	128	59	57	34	119					
Effective Weighted Sample	144	10	4	58	73	115	29	144	-	144	115	-	29	-	24	120	56	54	32	112					
Total	88	6	2	34	45	71	17	88	-	88	71	-	17	-	15	73	34	34	19	68					
Landline service	81	**	**	**	**	66	**	81	**	81	66	**	**	**	**	66	**	**	**	63					
	92%	**	**	**	**	93%	**	92%	**	92%	93%	**	**	**	**	90%	**	**	**	92%					
Fixed broadband service	71	**	**	**	**	60	**	71	**	71	60	**	**	**	**	58	**	**	**	58					
	81%	**	**	**	**	85%	**	81%	**	81%	85%	**	**	**	**	79%	**	**	**	84%					
TV service	40	**	**	**	**	34	**	40	**	40	34	**	**	**	**	31	**	**	**	32					
	46%	**	**	**	**	48%	**	46%	**	46%	48%	**	**	**	**	42%	**	**	**	46%					
Mobile broadband service	5	**	**	**	**	3	**	5	**	5	3	**	**	**	**	5	**	**	**	3					
	6%	**	**	**	**	4%	**	6%	**	6%	4%	**	**	**	**	7%	**	**	**	5%					
Mobile phone service	3	**	**	**	**	2	**	3	**	3	2	**	**	**	**	3	**	**	**	3					
	3%	**	**	**	**	3%	**	3%	**	3%	3%	**	**	**	**	3%	**	**	**	4%					
All separate services	5	**	**	**	**	3	**	5	**	5	3	**	**	**	**	5	**	**	**	4					
	6%	**	**	**	**	4%	**	6%	**	6%	4%	**	**	**	**	7%	**	**	**	5%					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 40**

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

**NQL7f. You said you received (SERVICES AT NQL7E) from (PREVIOUS LANDLINE PROVIDER). Did you get these services as a package/ bundle or separate services?  
by LANDLINE CROSS-BREAKS**

Base : Those who received other services from their previous landline provider at the time they switched

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	153	5	68	64	12	16	4	38	73	42	70	83	28	57	34	34	85	68	130	23
Effective Weighted Sample	144	5	66	62	12	16	4	37	69	41	66	79	27	55	34	33	80	64	122	22
Total	88	3	46	32	5	7	2	25	43	20	40	48	20	30	16	22	51	37	76	12
Landline service	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68	**
	92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**
Fixed broadband service	71	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	60	**
	81%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79%	**
TV service	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	37	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	**
Mobile broadband service	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Mobile phone service	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
All separate services	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 40**

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

**NQL7f. You said you received (SERVICES AT NQL7E) from (PREVIOUS LANDLINE PROVIDER). Did you get these services as a package/ bundle or separate services?  
by LANDLINE CROSS-BREAKS**

Base : Those who received other services from their previous landline provider at the time they switched

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	153	135	10	6	2	38	33	30	15
Effective Weighted Sample	144	127	9	6	2	36	31	28	14
Total	88	77	5	4	1	22	18	18	8
Landline service	81	71	**	**	**	**	**	**	**
	92%	92%	**	**	**	**	**	**	**
Fixed broadband service	71	62	**	**	**	**	**	**	**
	81%	80%	**	**	**	**	**	**	**
TV service	40	35	**	**	**	**	**	**	**
	46%	45%	**	**	**	**	**	**	**
Mobile broadband service	5	5	**	**	**	**	**	**	**
	6%	7%	**	**	**	**	**	**	**
Mobile phone service	3	3	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**
All separate services	5	4	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 41**

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

**INCIDENCE OF LANDLINE SWITCHING OPTIONS  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED															
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Unweighted total	206	21	5	83	97	160	46	206	-	206	160	-	46	-	42	164	75	77	66	140
Effective Weighted Sample	194	20	5	79	91	151	44	194	-	194	151	-	44	-	40	155	71	73	62	132
Total	118	12	3	47	56	93	25	118	-	118	93	-	25	-	24	93	43	46	37	81
Landline service switched from a bundle to a bundle	66	**	**	**	**	66	**	66	**	66	66	**	**	**	**	51	**	**	**	52
	56%	**	**	**	**	71%	**	56%	**	56%	71%	**	**	**	**	54%	**	**	**	64%
Landline service switched from a bundle to a standalone provider	15	**	**	**	**	-	**	15	**	15	-	**	**	**	**	15	**	**	**	11
	13%	**	**	**	**	-%	**	13%	**	13%	-%	**	**	**	**	16%	**	**	**	14%
Landline service switched from a standalone provider to a bundle	27	**	**	**	**	27	**	27	**	27	27	**	**	**	**	20	**	**	**	13
	23%	**	**	**	**	29%	**	23%	**	23%	29%	**	**	**	**	22%	**	**	**	16%
Landline service switched from a standalone provider to a standalone provider	10	**	**	**	**	-	**	10	**	10	-	**	**	**	**	7	**	**	**	5
	8%	**	**	**	**	-%	**	8%	**	8%	-%	**	**	**	**	8%	**	**	**	6%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 41**

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

**INCIDENCE OF LANDLINE SWITCHING OPTIONS  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	206	7	88	79	21	32	11	48	94	64	96	110	40	77	42	47	117	89	178	28
Effective Weighted Sample	194	7	85	77	21	32	11	47	89	62	90	104	39	74	41	45	111	84	168	27
Total	118	4	60	40	9	14	5	32	56	29	55	63	28	41	19	29	69	48	102	15
Landline service switched from a bundle to a bundle	66	**	**	**	**	**	**	**	**	**	**	38	**	**	**	**	37	**	58	**
	56%	**	**	**	**	**	**	**	**	**	**	60%	**	**	**	**	53%	**	56%	**
Landline service switched from a bundle to a standalone provider	15	**	**	**	**	**	**	**	**	**	**	7	**	**	**	**	10	**	11	**
	13%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	**	14%	**	11%	**
Landline service switched from a standalone provider to a bundle	27	**	**	**	**	**	**	**	**	**	**	13	**	**	**	**	18	**	25	**
	23%	**	**	**	**	**	**	**	**	**	**	20%	**	**	**	**	25%	**	24%	**
Landline service switched from a standalone provider to a standalone provider	10	**	**	**	**	**	**	**	**	**	**	6	**	**	**	**	5	**	9	**
	8%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	8%	**	9%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 41**

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

**INCIDENCE OF LANDLINE SWITCHING OPTIONS  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	206	177	13	12	4	48	49	38	21
Effective Weighted Sample	194	167	12	11	4	45	47	36	20
Total	118	101	6	7	3	28	26	23	12
Landline service switched from a bundle to a bundle	66	59	**	**	**	**	**	**	**
	56%	58%	**	**	**	**	**	**	**
Landline service switched from a bundle to a standalone provider	15	12	**	**	**	**	**	**	**
	13%	12%	**	**	**	**	**	**	**
Landline service switched from a standalone provider to a bundle	27	23	**	**	**	**	**	**	**
	23%	23%	**	**	**	**	**	**	**
Landline service switched from a standalone provider to a standalone provider	10	7	**	**	**	**	**	**	**
	8%	7%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 42**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SWITCHERS	SWITCHES	NON	SWITCHES						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140	
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132	
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81	
Very easy	364	92	49	135	88	292	72	265	98	69	221	71	44	28	53	212	107	172	**	49	
	39%	33%	33%	43%	47%	43%	29%	55%	22%	58%	56%	25%	48%	18%	59%	54%	41%	45%	**	61%	
				ab	ab	f		h	h	h	km	m	km								
Fairly easy	321	95	71	90	65	244	77	164	157	33	132	112	31	46	28	135	85	149	**	20	
	35%	34%	47%	29%	35%	36%	32%	34%	36%	28%	34%	39%	34%	30%	31%	34%	32%	38%	**	24%	
		c	acd		c				i			m						p			
TOTAL EASY	685	187	120	225	153	536	149	429	256	102	354	182	76	73	81	348	192	321	**	69	
	74%	68%	80%	72%	83%	79%	61%	88%	58%	87%	90%	64%	82%	48%	89%	88%	73%	83%	**	85%	
			ac		ac	f		h	h	h	klm	m	km					p			
Fairly difficult	73	24	9	28	13	50	24	26	47	6	22	27	4	20	7	19	24	22	**	4	
	8%	9%	6%	9%	7%	7%	10%	5%	11%	5%	6%	10%	4%	13%	7%	5%	9%	6%	**	5%	
									gi			jl		jl			q				
Very difficult	58	17	5	25	10	37	21	16	42	9	9	29	7	13	2	13	19	17	**	8	
	6%	6%	3%	8%	6%	5%	8%	3%	10%	7%	2%	10%	8%	9%	2%	3%	7%	4%	**	9%	
				b			e		g	g		j	j	j							
TOTAL DIFFICULT	131	41	14	53	23	87	44	42	90	15	31	56	11	33	9	32	42	40	**	11	
	14%	15%	9%	17%	13%	13%	18%	9%	20%	13%	8%	20%	12%	22%	10%	8%	16%	10%	**	14%	
		b		b			e		gi			jl		jl			q				
Don't know	109	48	17	36	9	58	51	15	94	1	10	48	6	46	1	15	28	26	**	1	
	12%	17%	11%	11%	5%	9%	21%	3%	21%	1%	2%	17%	6%	30%	1%	4%	11%	7%	**	1%	
		bcd	d	d			e		gi			jl	j	kl			q				
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 42**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Very easy	364	**	156	129	46	67	21	79	158	127	181	183	103	113	62	85	217	147	316	48
	39%	**	43%	40%	39%	31%	22%	46%	41%	34%	39%	40%	37%	41%	37%	41%	39%	39%	39%	38%
			ef	ef	ef	f		i	i											
Fairly easy	321	**	139	113	29	59	29	64	148	110	165	157	104	103	56	58	207	114	281	40
	35%	**	38%	35%	25%	27%	30%	37%	38%	30%	35%	34%	38%	37%	34%	28%	37%	31%	35%	32%
			def	de				i	i				o	o			q			
TOTAL EASY	685	**	295	243	75	126	51	143	305	236	346	339	207	216	118	143	423	262	597	88
	74%	**	81%	76%	63%	58%	52%	83%	79%	64%	74%	74%	75%	78%	71%	69%	77%	70%	75%	71%
			cdef	def	f			i	i					no			q			
Fairly difficult	73	**	23	26	14	20	6	14	25	35	39	34	25	19	14	15	44	29	61	12
	8%	**	6%	8%	12%	9%	6%	8%	6%	9%	8%	8%	9%	7%	9%	7%	8%	8%	8%	10%
					bf					h										
Very difficult	58	**	17	25	9	15	6	4	25	28	24	34	15	14	10	19	28	30	47	11
	6%	**	5%	8%	8%	7%	6%	2%	7%	8%	5%	7%	5%	5%	6%	9%	5%	8%	6%	9%
				b					g	g						lm		p		
TOTAL DIFFICULT	131	**	40	50	23	35	13	18	50	63	63	68	39	33	24	35	72	59	108	23
	14%	**	11%	16%	19%	16%	13%	11%	13%	17%	14%	15%	14%	12%	15%	17%	13%	16%	14%	18%
			b	b	b	b			gh	gh						m			r	
Don't know	109	**	27	27	21	55	34	11	29	69	57	52	30	28	23	29	58	52	96	13
	12%	**	7%	9%	17%	25%	35%	6%	8%	19%	12%	11%	11%	10%	14%	14%	10%	14%	12%	11%
					bc	bcd	bcde			gh							p			

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 42**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Very easy	364	312	31	**	**	80	100	89	38
	39%	40%	45%	**	**	26%	45% e	46% e	42% e
Fairly easy	321	274	21	**	**	101	85	65	37
	35%	35%	30%	**	**	32%	38%	34%	41% e
TOTAL EASY	685	586	52	**	**	181	185	154	75
	74%	75%	75%	**	**	58%	84% e	80% e	83% e
Fairly difficult	73	62	2	**	**	30	14	17	6
	8%	8% b	3%	**	**	10%	7%	9%	7%
Very difficult	58	48	5	**	**	31	7	8	4
	6%	6%	7%	**	**	10% fgh	3%	4%	4%
TOTAL DIFFICULT	131	110	7	**	**	61	22	25	9
	14%	14%	10%	**	**	20% fgh	10%	13%	11%
Don't know	109	83	10	**	**	67	14	13	5
	12%	11%	15%	**	**	22% fgh	6%	7%	6%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 43**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by SWITCHED LAST 2 YEARS WITHOUT MOVING**

Base : Those responsible for the household's landline service, where the bill is paid within the household

		<b>SWITCHED LAST 2 YEARS WITHOUT MOVING</b>
	Total	<b>ALL</b>
Unweighted total	1687	263
Effective Weighted Sample	1579	248
Total	925	149
Very easy	364	80
	39%	54%
Fairly easy	321	48
	35%	32%
TOTAL EASY	685	128
	74%	86%
Fairly difficult	73	9
	8%	6%
Very difficult	58	10
	6%	6%
TOTAL DIFFICULT	131	19
	14%	13%
Don't know	109	2
	12%	2%

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 44**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	~b	c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s	
Unweighted total	487	171	81	173	62	-	487	175	312	46	-	-	175	312	17	157	-	-	16	30
Effective Weighted Sample	456	160	77	161	58	-	456	165	291	44	-	-	165	291	16	148	-	-	15	29
Total	244	84	39	88	34	-	244	92	152	25	-	-	92	152	9	83	-	-	8	16
Very easy	72	22	**	28	**	**	72	44	28	**	**	**	44	28	**	40	**	**	**	**
	29%	26%	**	32%	**	**	29%	48% h	18%	**	**	**	48% m	18%	**	49%	**	**	**	**
Fairly easy	77	26	**	22	**	**	77	31	46	**	**	**	31	46	**	27	**	**	**	**
	32%	31%	**	25%	**	**	32%	34%	30%	**	**	**	34%	30%	**	32%	**	**	**	**
TOTAL EASY	149	48	**	49	**	**	149	76	73	**	**	**	76	73	**	67	**	**	**	**
	61%	57%	**	57%	**	**	61%	82% h	48%	**	**	**	82% m	48%	**	81%	**	**	**	**
Fairly difficult	24	8	**	9	**	**	24	4	20	**	**	**	4	20	**	3	**	**	**	**
	10%	10%	**	11%	**	**	10%	4%	13% g	**	**	**	4%	13% l	**	3%	**	**	**	**
Very difficult	21	7	**	10	**	**	21	7	13	**	**	**	7	13	**	7	**	**	**	**
	8%	8%	**	12%	**	**	8%	8%	9%	**	**	**	8%	9%	**	9%	**	**	**	**
TOTAL DIFFICULT	44	15	**	19	**	**	44	11	33	**	**	**	11	33	**	10	**	**	**	**
	18%	18%	**	22%	**	**	18%	12%	22% g	**	**	**	12%	22% l	**	12%	**	**	**	**
Don't know	51	21	**	19	**	**	51	6	46	**	**	**	6	46	**	6	**	**	**	**
	21%	25%	**	21%	**	**	21%	6% g	30%	**	**	**	6% l	30%	**	7%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 44**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	~s
Unweighted total	487	9	88	150	114	240	126	52	115	320	236	251	98	132	114	143	230	257	408	79
Effective Weighted Sample	456	9	85	144	112	236	124	51	109	309	220	237	94	125	111	137	215	247	382	74
Total	244	6	60	78	48	101	52	34	68	142	124	120	63	65	48	68	129	116	205	39
Very easy	72	**	**	28	12	20	8	**	28	33	42	30	**	25	12	16	44	28	58	**
	29%	**	**	36%	25%	19%	14%	**	41%	23%	34%	25%	**	38%	25%	24%	34%	25%	28%	**
				ef	f				i		k			no			q			
Fairly easy	77	**	**	27	12	26	14	**	23	40	40	37	**	20	15	20	42	35	65	**
	32%	**	**	35%	25%	26%	27%	**	34%	28%	32%	31%	**	30%	31%	29%	33%	30%	32%	**
TOTAL EASY	149	**	**	55	24	46	21	**	51	73	82	67	**	44	27	36	86	63	123	**
	61%	**	**	70%	50%	45%	41%	**	75%	51%	66%	56%	**	68%	56%	53%	67%	54%	60%	**
				def					i		k			o			q			
Fairly difficult	24	**	**	6	7	11	4	**	6	13	10	13	**	7	5	6	13	11	20	**
	10%	**	**	8%	14%	10%	7%	**	9%	9%	8%	11%	**	10%	10%	9%	10%	9%	10%	**
Very difficult	21	**	**	8	6	11	5	**	4	16	7	13	**	3	5	9	7	14	15	**
	8%	**	**	10%	12%	11%	9%	**	6%	11%	6%	11%	**	5%	11%	13%	5%	12%	8%	**
											j					m	p			
TOTAL DIFFICULT	44	**	**	14	12	21	9	**	10	29	17	27	**	10	10	15	20	25	36	**
	18%	**	**	18%	26%	21%	17%	**	15%	21%	14%	22%	**	15%	20%	22%	15%	21%	17%	**
											j									
Don't know	51	**	**	9	12	34	22	**	7	40	25	27	**	11	11	17	23	28	46	**
	21%	**	**	12%	25%	34%	42%	**	10%	28%	20%	22%	**	17%	24%	25%	18%	24%	23%	**
					c	c	cd			h										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 44**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	~f	~g	~h
Unweighted total	487	401	43	31	12	296	28	20	49
Effective Weighted Sample	456	375	41	29	11	278	26	18	46
Total	244	202	21	16	6	145	16	10	25
Very easy	72	61	**	**	**	31	**	**	**
	29%	30%	**	**	**	22%	**	**	**
Fairly easy	77	63	**	**	**	42	**	**	**
	32%	31%	**	**	**	29%	**	**	**
TOTAL EASY	149	124	**	**	**	74	**	**	**
	61%	61%	**	**	**	51%	**	**	**
Fairly difficult	24	21	**	**	**	16	**	**	**
	10%	10%	**	**	**	11%	**	**	**
Very difficult	21	18	**	**	**	14	**	**	**
	8%	9%	**	**	**	10%	**	**	**
TOTAL DIFFICULT	44	39	**	**	**	30	**	**	**
	18%	19%	**	**	**	21%	**	**	**
Don't know	51	39	**	**	**	41	**	**	**
	21%	19%	**	**	**	28%	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 45**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by LANDLINE CROSS-BREAKS

Base : Those responsible for the household's landline service, in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	SWITCHES	ONE	NON						
Significance Level: 95%	a	b	c	d	e	~f	g	h	i	j	k	~l	~m	n	o	p	q	~r	s		
Unweighted total	1200	342	198	399	261	1200	-	698	502	160	698	502	-	-	140	556	474	656	50	110	
Effective Weighted Sample	1128	320	186	375	246	1128	-	656	472	151	656	472	-	-	132	523	445	619	47	104	
Total	681	191	112	226	151	681	-	394	287	93	394	287	-	-	82	312	262	386	29	65	
Very easy	292	70	40	107	75	292	**	221	71	58	221	71	**	**	49	172	107	172	**	42	
	43%	37%	36%	47%	49%	43%	**	56%	25%	62%	56%	25%	**	**	60%	55%	41%	45%	**	66%	
Fairly easy	244	69	57	68	50	244	**	132	112	26	132	112	**	**	23	109	85	149	**	15	
	36%	36%	51%	30%	33%	36%	**	34%	39%	28%	34%	39%	**	**	29%	35%	32%	38%	**	24%	
			acd						i								p				
TOTAL EASY	536	139	97	175	125	536	**	354	182	84	354	182	**	**	73	280	192	321	**	58	
	79%	73%	86%	77%	82%	79%	**	90%	64%	90%	90%	64%	**	**	89%	90%	73%	83%	**	90%	
			ac	a				h	h	h	k						p				
Fairly difficult	50	15	5	19	11	50	**	22	27	5	22	27	**	**	6	16	24	22	**	3	
	7%	8%	4%	8%	7%	7%	**	6%	10%	5%	6%	10%	**	**	7%	5%	9%	6%	**	5%	
									g			j					q				
Very difficult	37	11	3	15	8	37	**	9	29	4	9	29	**	**	2	6	19	17	**	4	
	5%	6%	3%	7%	5%	5%	**	2%	10%	4%	2%	10%	**	**	2%	2%	7%	4%	**	5%	
									gi			j									
TOTAL DIFFICULT	87	26	8	34	19	87	**	31	56	9	31	56	**	**	8	22	42	40	**	7	
	13%	14%	7%	15%	13%	13%	**	8%	20%	9%	8%	20%	**	**	10%	7%	16%	10%	**	10%	
		b		b					gi			j					q				
Don't know	58	26	7	17	7	58	**	10	48	*	10	48	**	**	1	9	28	26	**	-	
	9%	14%	6%	8%	5%	9%	**	2%	17%	17%	2%	17%	**	**	1%	3%	11%	7%	**	-%	
		bcd							gi			j					q				
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 45**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1200	36	443	461	158	260	102	211	515	474	578	622	304	398	261	237	702	498	1050	150
Effective Weighted Sample	1128	35	430	441	155	255	100	204	489	455	543	587	295	381	256	225	664	471	987	141
Total	681	21	303	242	70	115	45	138	316	226	341	340	213	212	118	138	425	256	596	85
Very easy	292	**	134	102	34	48	14	68	130	94	139	153	84	89	50	68	173	119	259	33
	43%	**	44%	42%	48%	41%	31%	49%	41%	41%	41%	45%	40%	42%	42%	50%	41%	46%	43%	39%
			f	f	f			h								l				
Fairly easy	244	**	118	86	17	33	16	50	125	70	124	120	81	83	42	38	164	80	216	28
	36%	**	39%	36%	24%	28%	34%	36%	39%	31%	36%	35%	38%	39%	35%	28%	39%	31%	36%	34%
			de	de					i				o	o			q			
TOTAL EASY	536	**	251	188	51	80	29	118	254	163	263	272	165	172	92	107	337	198	474	62
	79%	**	83%	78%	73%	70%	65%	85%	80%	72%	77%	80%	78%	81%	78%	77%	79%	77%	80%	73%
			cdef	ef				i	i											
Fairly difficult	50	**	17	20	7	10	2	10	18	22	28	21	19	13	9	9	31	19	41	9
	7%	**	6%	8%	10%	8%	5%	7%	6%	10%	8%	6%	9%	6%	8%	7%	7%	7%	7%	10%
					b					h										
Very difficult	37	**	15	17	3	4	1	4	21	12	17	20	11	10	5	11	21	16	31	6
	5%	**	5%	7%	5%	4%	3%	3%	7%	5%	5%	6%	5%	5%	4%	8%	5%	6%	5%	7%
									g											
TOTAL DIFFICULT	87	**	32	36	10	14	4	13	40	34	46	42	30	23	15	20	53	35	72	15
	13%	**	11%	15%	15%	12%	8%	10%	13%	15%	13%	12%	14%	11%	12%	14%	12%	13%	12%	17%
Don't know	58	**	19	18	9	21	12	7	22	29	32	26	18	17	12	12	35	23	50	8
	9%	**	6%	8%	13%	18%	26%	5%	7%	13%	9%	8%	8%	8%	10%	9%	8%	9%	8%	10%
					b	bc	bcd			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 45**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by LANDLINE CROSS-BREAKS

Base : Those responsible for the household's landline service, in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	1200	1012	83	62	43	296	351	316	117
Effective Weighted Sample	1128	952	78	58	40	278	330	297	110
Total	681	576	48	33	24	165	204	181	65
Very easy	292	251	**	**	**	49	94	85	29
	43%	44%	**	**	**	30%	46% e	47% e	45% e
Fairly easy	244	211	**	**	**	58	78	63	25
	36%	37%	**	**	**	35%	38%	35%	39%
TOTAL EASY	536	462	**	**	**	107	172	148	55
	79%	80%	**	**	**	65%	84% e	82% e	84% e
Fairly difficult	50	41	**	**	**	14	12	15	4
	7%	7%	**	**	**	9%	6%	8%	7%
Very difficult	37	29	**	**	**	17	6	8	2
	5%	5%	**	**	**	10%	3%	4%	4%
						fgh			
TOTAL DIFFICULT	87	71	**	**	**	31	19	23	7
	13%	12%	**	**	**	19%	9%	13%	10%
						fgh			
Don't know	58	44	**	**	**	26	14	10	3
	9%	8%	**	**	**	16%	7%	6%	5%
						fgh			

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 46**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have never changed their landline provider

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE			SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%	a	b	c	~d	e	f	~g	h	~i	~j	k	~l	m	~n	~o	p	q	~r	~s	
Unweighted total	814	310	147	274	83	502	312	-	814	-	-	502	-	312	-	-	207	268	-	-
Effective Weighted Sample	759	289	138	253	79	472	291	-	759	-	-	472	-	291	-	-	194	253	-	-
Total	439	168	76	147	48	287	152	-	439	-	-	287	-	152	-	-	116	158	-	-
Very easy	98	35	15	36	**	71	28	**	98	**	**	71	**	28	**	**	28	40	**	**
	22%	21%	20%	24%	**	25% f	18%	**	22%	**	**	25% m	**	18%	**	**	24%	25%	**	**
Fairly easy	157	61	35	45	**	112	46	**	157	**	**	112	**	46	**	**	38	69	**	**
	36%	36%	47% ac	31%	**	39% f	30%	**	36%	**	**	39% m	**	30%	**	**	33%	44% p	**	**
TOTAL EASY	256	97	50	80	**	182	73	**	256	**	**	182	**	73	**	**	66	110	**	**
	58%	57%	66% c	55%	**	64% f	48%	**	58%	**	**	64% m	**	48%	**	**	56%	69% p	**	**
Fairly difficult	47	18	7	16	**	27	20	**	47	**	**	27	**	20	**	**	13	13	**	**
	11%	10%	10%	11%	**	10%	13%	**	11%	**	**	10%	**	13%	**	**	11%	8%	**	**
Very difficult	42	14	4	18	**	29	13	**	42	**	**	29	**	13	**	**	13	15	**	**
	10%	8%	6%	12% b	**	10%	9%	**	10%	**	**	10%	**	9%	**	**	11%	9%	**	**
TOTAL DIFFICULT	90	31	12	34	**	56	33	**	90	**	**	56	**	33	**	**	26	28	**	**
	20%	19%	15%	23%	**	20%	22%	**	20%	**	**	20%	**	22%	**	**	22%	18%	**	**
Don't know	94	41	14	33	**	48	46	**	94	**	**	48	**	46	**	**	25	21	**	**
	21%	24%	18%	22%	**	17%	30% e	**	21%	**	**	17% k	**	30% k	**	**	21% q	13%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 46**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have never changed their landline provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	814	26	245	259	141	284	143	129	264	421	379	435	189	245	177	203	434	380	692	122
Effective Weighted Sample	759	25	237	247	138	279	140	125	251	404	353	409	182	233	173	191	408	360	646	113
Total	439	15	167	136	60	120	60	85	163	192	216	223	129	127	77	106	256	183	374	65
Very easy	98 22%	** **	49 29% def	31 22% ef	10 17% f	14 11%	4 6%	29 35% hi	40 25% i	29 15%	48 22%	51 23%	27 21%	31 24%	17 21%	24 23%	58 23%	41 22%	85 23%	14 21%
Fairly easy	157 36%	** **	65 39% def	55 40% def	14 23%	31 26%	17 28%	33 39%	65 40% i	59 31%	81 37%	76 34%	53 41% o	48 38%	25 32%	31 30%	101 40% q	56 31%	134 36%	24 36%
TOTAL EASY	256 58%	** **	114 68% def	86 63% def	24 40%	45 37%	21 34%	62 73% i	106 65% i	88 46%	128 59%	127 57%	80 62%	79 62% o	41 53%	55 52%	159 62% q	96 53%	218 58%	37 57%
Fairly difficult	47 11%	** **	15 9%	14 10%	12 19% bcf	16 13% f	4 7%	10 12%	13 8%	24 13% h	25 11%	23 10%	15 12%	13 11%	10 13%	9 8%	28 11%	19 10%	39 10%	8 13%
Very difficult	42 10%	** **	14 8%	15 11%	6 10%	12 10%	6 10%	3 4%	18 11% g	21 11% g	15 7%	27 12% j	8 6%	10 8%	8 11%	16 15% lm	18 7%	24 13% p	36 10%	7 10%
TOTAL DIFFICULT	90 20%	** **	29 17%	29 21%	18 29% bf	28 23%	10 17%	14 16%	31 19%	45 23%	40 18%	50 22%	23 18%	24 19%	19 24%	25 23%	47 18%	43 24%	75 20%	15 23%
Don't know	94 21%	** **	25 15%	22 16%	18 31% bc	48 40% bc	29 49% bcd	9 11%	26 16%	59 31% gh	48 22%	46 21%	26 21%	24 19%	18 23%	26 24%	51 20%	43 24%	81 22%	13 20%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 46**

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

**QL7b. How easy or difficult was it/ do you think it would be to change the provider of your home landline service? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by LANDLINE CROSS-BREAKS**

Base : Those who have never changed their landline provider

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	814	670	69	40	35	438	139	139	49
Effective Weighted Sample	759	625	64	38	33	408	130	131	46
Total	439	363	37	20	18	223	84	80	26
Very easy	98	85	**	**	**	42	23	21	**
	22%	23%	**	**	**	19%	28% e	26%	**
Fairly easy	157	132	**	**	**	70	39	30	**
	36%	36%	**	**	**	31%	47% e	38%	**
TOTAL EASY	256	217	**	**	**	112	62	51	**
	58%	60%	**	**	**	50%	74% e	63% e	**
Fairly difficult	47	41	**	**	**	24	6	13	**
	11%	11%	**	**	**	11%	7%	17% f	**
Very difficult	42	36	**	**	**	23	5	7	**
	10%	10%	**	**	**	10%	6%	9%	**
TOTAL DIFFICULT	90	77	**	**	**	46	11	20	**
	20%	21%	**	**	**	21% f	13%	25% f	**
Don't know	94	69	**	**	**	65	11	9	**
	21%	19%	**	**	**	29% fg	13%	11%	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCHERS	ONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	50	4	-	26	20	8	42	50	-	50	8	-	42	-	6	44	-	-	18	32
Effective Weighted Sample	47	4	-	25	19	7	40	47	-	47	7	-	40	-	6	42	-	-	17	30
Total	27	2	-	15	11	5	22	27	-	27	5	-	22	-	3	24	-	-	9	18
Temporary loss or disruption of your landline service during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Technical issues getting the new service up and running	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting through to the previous provider to cancel the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous provider kept trying to persuade us to stay	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous provider kept sending bills for the cancelled service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to pay both the old provider and the new provider for a period of time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDALONE SWITCHES	STANDALONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
				~a	~b															
Significance Level: 95%																				
Unweighted total	50	4	-	26	20	8	42	50	-	50	8	-	42	-	6	44	-	-	18	32
Effective Weighted Sample	47	4	-	25	19	7	40	47	-	47	7	-	40	-	6	42	-	-	17	30
Total	27	2	-	15	11	5	22	27	-	27	5	-	22	-	3	24	-	-	9	18
Arranging for the old and new services to stop and start at the right time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The switching process took longer than you think it should have	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting your previous provider to provide you with any information that you needed to be able to switch to another provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDALONE SWITCHES	STANDALONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED															
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	50	4	-	26	20	8	42	50	-	50	8	-	42	-	6	44	-	-	18	32
Effective Weighted Sample	47	4	-	25	19	7	40	47	-	47	7	-	40	-	6	42	-	-	17	30
Total	27	2	-	15	11	5	22	27	-	27	5	-	22	-	3	24	-	-	9	18
Comparing the different offers available for landline services when looking to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Keeping your phone number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Knowing what steps you needed to take to switch from one provider to another	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to wait for the contract period to end	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these/ did not experience any difficulties	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN ~r	RURAL ~s
Significance Level: 95%																				
Unweighted total	50	2	15	20	9	13	4	8	22	20	25	25	9	19	10	12	28	22	40	10
Effective Weighted Sample	47	2	14	19	9	13	4	8	21	19	24	24	9	18	10	11	27	21	38	10
Total	27	1	10	10	4	6	2	5	12	9	14	13	6	10	5	6	16	11	22	5
Temporary loss or disruption of your landline service during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Technical issues getting the new service up and running	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting through to the previous provider to cancel the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous provider kept trying to persuade us to stay	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous provider kept sending bills for the cancelled service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to pay both the old provider and the new provider for a period of time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	2	15	20	9	13	4	8	22	20	25	25	9	19	10	12	28	22	40	10
Effective Weighted Sample	47	2	14	19	9	13	4	8	21	19	24	24	9	18	10	11	27	21	38	10
Total	27	1	10	10	4	6	2	5	12	9	14	13	6	10	5	6	16	11	22	5
Arranging for the old and new services to stop and start at the right time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The switching process took longer than you think it should have	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Getting your previous provider to provide you with any information that you needed to be able to switch to another provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Comparing the different offers available for landline services when looking to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	50	2	15	20	9	13	4	8	22	20	25	25	9	19	10	12	28	22	40	10
Effective Weighted Sample	47	2	14	19	9	13	4	8	21	19	24	24	9	18	10	11	27	21	38	10
Total	27	1	10	10	4	6	2	5	12	9	14	13	6	10	5	6	16	11	22	5
Keeping your phone number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Knowing what steps you needed to take to switch from one provider to another	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Having to wait for the contract period to end	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these/ did not experience any difficulties	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	50	39	5	6	-	14	9	2	4
Effective Weighted Sample	47	37	5	6	-	13	9	2	4
Total	27	21	2	4	-	8	5	1	2
Temporary loss or disruption of your landline service during the switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Technical issues getting the new service up and running	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Getting through to the previous provider to cancel the service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous provider kept trying to persuade us to stay	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous provider kept sending bills for the cancelled service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Having to pay both the old provider and the new provider for a period of time	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	50	39	5	6	-	14	9	2	4
Effective Weighted Sample	47	37	5	6	-	13	9	2	4
Total	27	21	2	4	-	8	5	1	2
Arranging for the old and new services to stop and start at the right time	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The switching process took longer than you think it should have	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Having to pay a cancellation or early termination charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Getting your previous provider to provide you with any information that you needed to be able to switch to another provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Comparing the different offers available for landline services when looking to switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 47**

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

**QL7ca. Thinking about when you switched your landline service, did you experience any difficulties with any of the following?  
by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	50	39	5	6	-	14	9	2	4
Effective Weighted Sample	47	37	5	6	-	13	9	2	4
Total	27	21	2	4	-	8	5	1	2
Keeping your phone number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Knowing what steps you needed to take to switch from one provider to another	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Having to wait for the contract period to end	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
None of these/ did not experience any difficulties	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 48**

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

**QL8. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Again, thinking just about your landline service rather any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your home landline service? Are you... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-		BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Actively looking for a new home landline service provider at the moment	34 4%	- -%	- -%	24 8% ab	11 6% ab	27 4%	8 3%	24 5% h	11 2%	6 5% h	18 5% m	9 3%	6 6% m	2 2%	5 5%	18 5%	13 5%	12 3%	** **	5 6%
Open to the idea of a new home landline service provider	164 18%	- -%	- -%	61 19% ab	103 56% abc	129 19% f	35 14%	100 21% h	64 15%	26 22% h	85 22% km	44 15%	15 16%	20 13%	12 14%	88 22% n	53 20%	73 19%	** **	15 19%
Not interested in a new home landline service provider	701 76%	263 96% cd	144 95% cd	225 72% d	69 37%	511 75%	190 78%	353 73%	348 79% gi	83 71%	285 72%	226 79% j	68 74%	122 80% j	72 80% o	281 71%	191 73%	292 76%	** **	60 75%
Don't know	26 3%	12 4% cd	7 5% cd	4 1%	2 1%	14 2%	11 5% e	9 2%	16 4% g	2 2%	6 2%	8 3%	3 4%	8 5% j	1 1%	8 2%	4 2%	9 2%	** **	* 1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 48**

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

**QL8. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Again, thinking just about your landline service rather any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your home landline service? Are you...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Actively looking for a new home landline service provider at the moment	34 4%	** **	18 5% de	11 3%	1 1%	3 2%	2 2%	9 5% i	15 4%	10 3%	17 4%	17 4%	10 4%	12 4%	7 4%	6 3%	22 4%	12 3%	27 3%	7 6%
Open to the idea of a new home landline service provider	164 18%	** **	73 20% def	65 20% def	13 11%	20 9%	7 7%	36 21% i	80 21% i	48 13%	90 19%	74 16%	59 22% no	51 19% o	25 15%	28 13%	111 20% q	53 14%	134 17%	30 24% r
Not interested in a new home landline service provider	701 76%	** **	259 72%	236 74%	101 85% bc	188 87% bc	87 89% bc	122 71%	277 72%	303 82% gh	346 74%	355 77%	196 71%	208 75%	128 78% l	169 82% lm	404 73%	297 80% p	615 77% s	87 70%
Don't know	26 3%	** **	12 3%	9 3%	3 3%	5 2%	2 2%	5 3%	13 3%	7 2%	12 3%	14 3%	11 4%	6 2%	5 3%	4 2%	16 3%	9 3%	26 3% s	- -%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 48**

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

**QL8. (SAY TO THOSE WITH LANDLINE IN A PACKAGE - Again, thinking just about your landline service rather any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your home landline service? Are you...  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

		NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%	Total	a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Actively looking for a new home landline service provider at the moment	34 4%	29 4%	* 1%	** **	** **	13 4% f	3 1%	8 4% f	4 4% f
Open to the idea of a new home landline service provider	164 18%	143 18%	9 12%	** **	** **	45 15%	42 19%	34 18%	22 24% e
Not interested in a new home landline service provider	701 76%	583 75%	60 87% a	** **	** **	245 79% h	169 77%	144 75%	63 71%
Don't know	26 3%	24 3% b	- -%	** **	** **	6 2%	8 3%	5 3%	1 1%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 49**

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

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently consider changing provider for your home landline service?**  
by LANDLINE CROSS-BREAKS

Base : Those who have not changed landline service provider in the last 12 months and who are not actively looking for a new landline service provider at the moment

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH				LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1431	492	274	447	218	1002	429	636	795	-	515	487	121	308	107	527	382	560	-	-
Effective Weighted Sample	1338	459	257	417	205	942	401	597	742	-	484	458	113	288	101	495	359	529	-	-
Total	779	263	148	243	124	566	213	351	428	-	288	278	63	150	61	289	210	329	-	-
Yes - in the last 6 months	59	-	4	13	41	46	13	34	25	**	28	18	6	6	5	29	19	26	**	**
	8%	-%	3%	5%	33%	8%	6%	10%	6%	**	10%	7%	10%	4%	8%	10%	9%	8%	**	**
		a	a	abc				h			m		m							
Yes - 7 to 12 months ago	28	-	1	4	22	22	6	18	10	**	15	7	3	3	4	14	7	14	**	**
	4%	-%	1%	2%	18%	4%	3%	5%	2%	**	5%	2%	5%	2%	7%	5%	4%	4%	**	**
				a	abc			h			km									
Yes - 13 to 18 months ago	25	4	2	11	8	19	6	18	7	**	14	4	3	3	2	15	10	8	**	**
	3%	2%	1%	5%	6%	3%	3%	5%	2%	**	5%	2%	5%	2%	4%	5%	5%	2%	**	**
				ab	ab			h			km		k							
Yes - 1.5 to 2 years ago	26	4	2	10	11	22	4	22	4	**	20	3	3	1	5	17	7	14	**	**
	3%	1%	1%	4%	9%	4%	2%	6%	1%	**	7%	1%	4%	1%	8%	6%	3%	4%	**	**
				ab	abc	f		h			km		km							
Yes - 2 to 3 years ago	28	7	7	12	2	24	4	25	2	**	23	1	3	2	3	22	7	17	**	**
	4%	3%	5%	5%	2%	4%	2%	7%	1%	**	8%	1%	4%	1%	6%	8%	3%	5%	**	**
						f		h			km		km							
Yes - more than 3 years ago	111	32	29	41	8	91	19	103	8	**	85	7	18	1	15	88	31	53	**	**
	14%	12%	20%	17%	7%	16%	9%	29%	2%	**	29%	2%	29%	1%	24%	31%	15%	16%	**	**
		d	ad	ad		f		h			km		km							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 49**

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

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently consider changing provider for your home landline service?**  
by LANDLINE CROSS-BREAKS

Base : Those who have not changed landline service provider in the last 12 months and who are not actively looking for a new landline service provider at the moment

		LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SWITCHERS	STANDAL ONE								
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	~i	j	k	l	m	n	o	p	q	~r	~s	
Unweighted total	1431	492	274	447	218	1002	429	636	795	-	515	487	121	308	107	527	382	560	-	-	
Effective Weighted Sample	1338	459	257	417	205	942	401	597	742	-	484	458	113	288	101	495	359	529	-	-	
Total	779	263	148	243	124	566	213	351	428	-	288	278	63	150	61	289	210	329	-	-	
No - never considered changing provider	477	203	100	144	30	329	148	130	347	**	104	225	26	122	27	102	122	192	**	**	
	61%	77%	67%	59%	24%	58%	70%	37%	81%	**	36%	81%	41%	82%	44%	35%	58%	58%	**	**	
		bcd	cd	d			e		g			jl		jl							
No - can't change, only one provider in the area	26	14	2	8	2	14	13	1	25	**	-	14	1	11	-	1	6	6	**	**	
	3%	5%	1%	3%	2%	2%	6%	10%	6%	**	0%	5%	2%	7%	0%	10%	3%	2%	**	**	
		bd					e		g			j	j	jl							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 49**

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

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently consider changing provider for your home landline service?**  
by LANDLINE CROSS-BREAKS

Base : Those who have not changed landline service provider in the last 12 months and who are not actively looking for a new landline service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1431	35	421	514	248	461	213	202	517	712	695	736	351	434	319	327	785	646	1241	190
Effective Weighted Sample	1338	34	409	491	243	452	209	195	491	684	650	693	339	414	312	308	739	612	1161	177
Total	779	21	289	271	108	199	91	133	317	330	398	382	240	225	140	174	465	314	678	102
Yes - in the last 6 months	59	**	24	27	7	8	1	10	29	20	29	30	22	19	8	10	41	18	50	9
	8%	**	8%	10%	6%	4%	2%	8%	9%	6%	7%	8%	9%	8%	6%	6%	9%	6%	7%	9%
			ef	ef	f				i								q			
Yes - 7 to 12 months ago	28	**	11	10	5	6	2	5	11	11	15	12	13	6	5	3	19	8	24	4
	4%	**	4%	4%	4%	3%	2%	4%	4%	3%	4%	3%	6%	3%	4%	2%	4%	3%	3%	4%
													mo							
Yes - 13 to 18 months ago	25	**	11	9	2	4	2	6	10	9	16	9	7	5	5	8	12	13	21	4
	3%	**	4%	3%	2%	2%	2%	4%	3%	3%	4%	2%	3%	2%	4%	4%	3%	4%	3%	4%
Yes - 1.5 to 2 years ago	26	**	12	10	1	3	2	5	13	8	14	12	10	8	4	5	18	8	23	4
	3%	**	4%	4%	1%	2%	2%	4%	4%	2%	4%	3%	4%	4%	3%	3%	4%	3%	3%	4%
			de	e																
Yes - 2 to 3 years ago	28	**	16	9	1	2	1	5	15	7	13	15	8	9	6	4	18	10	25	3
	4%	**	6%	3%	1%	1%	1%	4%	5%	2%	3%	4%	3%	4%	4%	3%	4%	3%	4%	3%
			def	de					i											
Yes - more than 3 years ago	111	**	36	47	15	26	11	11	54	46	62	49	38	30	20	23	68	43	99	12
	14%	**	13%	17%	14%	13%	12%	8%	17%	14%	16%	13%	16%	13%	15%	13%	15%	14%	15%	12%
			b						g	g										
No - never considered changing provider	477	**	168	148	75	145	70	87	169	220	235	242	134	141	87	115	275	202	417	60
	61%	**	58%	55%	70%	73%	77%	66%	54%	67%	59%	63%	56%	63%	62%	66%	59%	64%	61%	59%
					bc	bc	bc	h		h						l		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 49**

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

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently consider changing provider for your home landline service?**  
by LANDLINE CROSS-BREAKS

Base : Those who have not changed landline service provider in the last 12 months and who are not actively looking for a new landline service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1431	35	421	514	248	461	213	202	517	712	695	736	351	434	319	327	785	646	1241	190
Effective Weighted Sample	1338	34	409	491	243	452	209	195	491	684	650	693	339	414	312	308	739	612	1161	177
Total	779	21	289	271	108	199	91	133	317	330	398	382	240	225	140	174	465	314	678	102
No - can't change, only one provider in the area	26	**	11	11	2	4	2	3	14	9	13	14	7	7	5	7	14	12	21	6
	3%	**	4%	4%	2%	2%	3%	2%	4%	3%	3%	4%	3%	3%	3%	4%	3%	4%	3%	5%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 49**

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

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently consider changing provider for your home landline service?**  
by LANDLINE CROSS-BREAKS

Base : Those who have not changed landline service provider in the last 12 months and who are not actively looking for a new landline service provider at the moment

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1431	1196	112	76	47	526	325	287	138
Effective Weighted Sample	1338	1119	104	72	44	491	306	270	129
Total	779	654	62	38	25	270	192	162	75
Yes - in the last 6 months	59	53	2	**	**	16	14	13	11
	8%	8%	3%	**	**	6%	7%	8%	14%
		b							efg
Yes - 7 to 12 months ago	28	25	2	**	**	7	7	7	2
	4%	4%	3%	**	**	3%	4%	5%	3%
Yes - 13 to 18 months ago	25	22	2	**	**	7	5	5	4
	3%	3%	3%	**	**	3%	2%	3%	5%
Yes - 1.5 to 2 years ago	26	20	2	**	**	5	8	5	5
	3%	3%	3%	**	**	2%	4%	3%	7%
							e		e
Yes - 2 to 3 years ago	28	25	1	**	**	5	14	3	2
	4%	4%	2%	**	**	2%	7%	2%	3%
							eg		
Yes - more than 3 years ago	111	96	11	**	**	19	32	30	14
	14%	15%	18%	**	**	7%	17%	19%	19%
							e	e	e
No - never considered changing provider	477	391	40	**	**	199	108	95	36
	61%	60%	65%	**	**	74%	56%	58%	48%
						fgh		h	

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 49**

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

**QL9a. Have you considered changing the company that provides your home landline service? IF NECESSARY - This would include changing from one provider for your whole service to using two providers - one for calls and one for line rental IF YES - When did you most recently consider changing provider for your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who have not changed landline service provider in the last 12 months and who are not actively looking for a new landline service provider at the moment

	NATION					FIXED SUPPLIER			
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1431	1196	112	76	47	526	325	287	138
Effective Weighted Sample	1338	1119	104	72	44	491	306	270	129
Total	779	654	62	38	25	270	192	162	75
No - can't change, only one provider in the area	26	22	3	**	**	12	4	3	*
	3%	3%	4%	**	**	4% h	2%	2%	1%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 50**

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

**QL9b. And did you actively START LOOKING for an alternative landline service provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH			
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES	NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
				ESTED	ENG-AGED							RS	RS									RS
				~a	~b																	
Significance Level: 95%	149	-	10	29	110	117	32	88	61	-	72	45	16	16	14	74	49	66	-	-		
Unweighted total	141	-	9	28	104	110	30	83	58	-	68	43	15	15	13	70	46	63	-	-		
Effective Weighted Sample	86	-	5	17	64	68	19	52	34	-	42	25	9	9	9	43	26	40	-	-		
Yes	42	**	**	**	32	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	49%	**	**	**	50%	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
No	44	**	**	**	32	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	51%	**	**	**	50%	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 50**

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

**QL9b. And did you actively START LOOKING for an alternative landline service provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	149	1	49	68	25	31	6	23	63	63	73	76	51	48	28	22	99	50	127	22
Effective Weighted Sample	141	1	48	65	24	30	6	22	60	61	69	72	50	46	27	21	94	48	120	21
Total	86	*	34	37	11	14	3	15	40	31	44	42	36	25	13	13	61	26	73	13
Yes	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	52%	**
No	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 50**

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

**QL9b. And did you actively START LOOKING for an alternative landline service provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	149	134	6	8	1	42	33	35	22
Effective Weighted Sample	141	127	5	8	1	40	31	33	20
Total	86	78	3	4	*	23	21	21	13
Yes	42	40	**	**	**	**	**	**	**
	49%	52%	**	**	**	**	**	**	**
No	44	38	**	**	**	**	**	**	**
	51%	48%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

		LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INTER-				SIMPLE	STAND-	LAST			BUNDLE	BUNDLE	STANDAL	STANDAL						
		INAC-	PASSIVE	ESTED	ENG-	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHES	NON-SWIT	ONE	ONE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
	Total	TIVE			AGED						RS	CHERS	SWITCHE	SWITCHE	~n	~o	~p	~q	~r	~s
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	34	-	2	7	25	2	32	16	18	-	-	2	16	16	-	16	-	-	-	-
Effective Weighted Sample	32	-	2	7	24	2	30	15	17	-	-	2	15	15	-	15	-	-	-	-
Total	20	-	1	4	15	1	19	9	10	-	-	1	9	9	-	9	-	-	-	-
Too busy/ don't have time to research the options	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy/ satisfied/ content with my current provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Current provider improved their offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

		LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	STANDAL				TRIPLE	SINGLE	MULTIPL
		INACT- TIVE	PASSIVE	ESTED	ENG- AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE RS	NON-SWI TCHERS	ONE SWITCHE	ONE NON SWITCHE	YES	NO	DUAL			
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	34	-	2	7	25	2	32	16	18	-	-	2	16	16	-	16	-	-	-	-
Effective Weighted Sample	32	-	2	7	24	2	30	15	17	-	-	2	15	15	-	15	-	-	-	-
Total	20	-	1	4	15	1	19	9	10	-	-	1	9	9	-	9	-	-	-	-
Difficult to make comparisons between providers	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No/ not enough difference between providers	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too big a risk that something will go wrong in the transition/ switch from one provider to another	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Shopping around for a new provider is too much of a hassle or a chore	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too much hassle to set up the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with trusted/ known provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INACT- TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE NON SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
				ESTED	ENG- AGED							RS	RS								
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	34	-	2	7	25	2	32	16	18	-	-	2	16	16	-	16	-	-	-	-	
Effective Weighted Sample	32	-	2	7	24	2	30	15	17	-	-	2	15	15	-	15	-	-	-	-	
Total	20	-	1	4	15	1	19	9	10	-	-	1	9	9	-	9	-	-	-	-	
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN ~r	RURAL ~s
Significance Level: 95%																				
Unweighted total	34	-	11	16	5	7	2	4	17	13	16	18	15	9	8	2	24	10	30	4
Effective Weighted Sample	32	-	11	15	5	7	2	4	16	13	15	17	15	9	8	2	23	10	28	4
Total	20	-	7	9	2	3	1	2	11	6	10	10	10	4	4	1	15	5	17	2
Too busy/ don't have time to research the options	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy/ satisfied/ content with my current provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Current provider improved their offer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficult to make comparisons between providers	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN ~r	RURAL ~s
Significance Level: 95%																				
Unweighted total	34	-	11	16	5	7	2	4	17	13	16	18	15	9	8	2	24	10	30	4
Effective Weighted Sample	32	-	11	15	5	7	2	4	16	13	15	17	15	9	8	2	23	10	28	4
Total	20	-	7	9	2	3	1	2	11	6	10	10	10	4	4	1	15	5	17	2
No/ not enough difference between providers	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too big a risk that something will go wrong in the transition/ switch from one provider to another	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Shopping around for a new provider is too much of a hassle or a chore	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too much hassle to set up the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with trusted/ known provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	34	32	-	2	-	14	4	4	6
Effective Weighted Sample	32	30	-	2	-	13	4	4	6
Total	20	19	-	1	-	8	3	2	3
Too busy/ don't have time to research the options	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Happy/ satisfied/ content with my current provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Current provider improved their offer	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Difficult to make comparisons between providers	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 51**

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

**QL10a. You mentioned that you considered switching in the last year, but didn't switch. Why did you decide not to switch to a different landline provider?  
by LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months and do not have fixed line in a bundle with fixed broadband

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	34	32	-	2	-	14	4	4	6
Effective Weighted Sample	32	30	-	2	-	13	4	4	6
Total	20	19	-	1	-	8	3	2	3
No/ not enough difference between providers	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Too big a risk that something will go wrong in the transition/ switch from one provider to another	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Shopping around for a new provider is too much of a hassle or a chore	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Too much hassle to set up the new service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Prefer to stay with trusted/ known provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 52**

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

**LANDLINE - SUMMARY OF BEHAVIOUR  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
CHANGED PROVIDER IN LAST 12 MONTHS	118	12	3	47	56	93	25	118	-	118	93	-	25	-	24	93	43	46	**	81
	13%	4%	2%	15%	30%	14%	10%	24%	-%	100%	24%	-%	27%	-%	27%	24%	16%	12%	**	100%
				ab	abc	f		h		gh	km		km				q		**	
ACTIVELY LOOKING AT THE MOMENT	28	-	-	24	4	22	7	17	11	-	13	9	4	2	5	12	9	12	**	-
	3%	-%	-%	8%	2%	3%	3%	4%	2%	-%	3%	3%	5%	2%	5%	3%	4%	3%	**	-%
				abd	ab			i	i				m						**	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	42	-	-	10	32	32	10	29	13	-	25	8	4	6	6	24	10	23	**	-
	5%	-%	-%	3%	17%	5%	4%	6%	3%	-%	6%	3%	5%	4%	6%	6%	4%	6%	**	-%
				ab	abc			hi	i		k								**	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	44	-	5	7	32	35	8	23	21	-	18	18	5	4	3	19	17	18	**	-
	5%	-%	3%	2%	17%	5%	3%	5%	5%	-%	5%	6%	5%	2%	4%	5%	6%	5%	**	-%
			a	a	abc			i	i			m							**	
NONE OF THESE	693	263	143	226	60	498	195	299	394	-	245	253	54	141	52	246	184	289	**	-
	75%	96%	95%	72%	33%	73%	80%	62%	90%	-%	62%	88%	59%	92%	58%	62%	70%	75%	**	-%
		cd	cd	d			e	i	gi			jl		jl						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 52**

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

**LANDLINE - SUMMARY OF BEHAVIOUR  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
CHANGED PROVIDER IN LAST 12 MONTHS	118	**	60	40	9	14	5	32	56	29	55	63	28	41	19	29	69	48	102	15
	13%	**	16%	12%	8%	6%	5%	18%	15%	8%	12%	14%	10%	15%	12%	14%	13%	13%	13%	12%
			def	def				i	i					l						
ACTIVELY LOOKING AT THE MOMENT	28	**	14	10	1	3	2	8	11	9	13	15	8	11	6	3	19	10	21	7
	3%	**	4%	3%	1%	1%	2%	5%	3%	2%	3%	3%	3%	4%	4%	2%	3%	3%	3%	6%
			de																r	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	42	**	18	18	5	6	1	7	22	12	22	20	22	8	6	7	29	13	38	4
	5%	**	5%	6%	5%	3%	1%	4%	6%	3%	5%	4%	8%	3%	4%	3%	5%	4%	5%	3%
			f	ef	f				i				mno							
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	44	**	17	19	6	8	2	8	18	18	22	22	14	17	7	6	31	13	35	9
	5%	**	5%	6%	5%	4%	2%	5%	5%	5%	5%	5%	5%	6%	4%	3%	6%	3%	4%	7%
				f										o			q			
NONE OF THESE	693	**	255	234	96	184	88	118	276	299	354	340	204	200	127	161	405	289	604	89
	75%	**	70%	73%	81%	86%	90%	68%	72%	81%	76%	74%	74%	72%	77%	78%	73%	78%	75%	72%
					bc	bc	bcd			gh						m		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 52**

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

**LANDLINE - SUMMARY OF BEHAVIOUR  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
CHANGED PROVIDER IN LAST 12 MONTHS	118 13%	101 13%	6 9%	** **	** **	28 9%	26 12%	23 12%	12 13%
ACTIVELY LOOKING AT THE MOMENT	28 3%	23 3%	* 1%	** **	** **	11 4% f	3 1%	6 3%	4 4% f
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	42 5%	40 5%	2 3%	** **	** **	10 3%	12 5%	11 6%	5 6%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	44 5%	38 5%	1 2%	** **	** **	13 4%	9 4%	9 5%	7 8% ef
NONE OF THESE	693 75%	576 74%	58 85% a	** **	** **	247 80% gh	171 77% h	141 74%	62 69%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 53**

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

**LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDALONE SWITCHES	STANDALONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
CHANGED PROVIDER IN LAST 12 MONTHS	93	-	-	38	55	71	22	93	-	93	71	-	22	-	-	93	33	34	**	68
	10%	-%	-%	12% ab	30% abc	10%	9%	19% h	-%	79% gh	18% km	-%	24% km	-%	-%	24% n	13% q	9%	**	84%
ACTIVELY LOOKING AT THE MOMENT	28	-	-	24	4	22	7	17	11	-	13	9	4	2	5	12	9	12	**	-
	3%	-%	-%	8% abd	2% ab	3%	3%	4% i	2% i	-%	3%	3%	5% m	2%	5%	3%	4%	3%	**	-%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	42	-	-	10	32	32	10	29	13	-	25	8	4	6	6	24	10	23	**	-
	5%	-%	-%	3% ab	17% abc	5%	4%	6% hi	3% i	-%	6% k	3%	5%	4%	6%	6%	4%	6%	**	-%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	44	-	5	7	32	35	8	23	21	-	18	18	5	4	3	19	17	18	**	-
	5%	-%	3% a	2% a	17% abc	5%	3%	5% i	5% i	-%	5%	6% m	5%	2%	4%	5%	6%	5%	**	-%
NONE OF THESE	717	275	146	235	61	520	197	323	394	24	267	253	56	141	76	246	194	300	**	13
	78%	100% bcd	97% cd	75% d	33%	76%	81%	67% i	90% gi	21%	68%	88% jl	61%	92% jl	85% o	62%	74%	78%	**	16%
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 53**

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

**LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
CHANGED PROVIDER IN LAST 12 MONTHS	93 10%	** **	45 13% def	33 10% ef	8 7%	12 6%	4 4%	21 12% i	47 12% i	26 7%	45 10%	48 11%	23 8%	31 11%	17 10%	23 11%	53 10%	40 11%	83 10%	10 8%
ACTIVELY LOOKING AT THE MOMENT	28 3%	** **	14 4% de	10 3%	1 1%	3 1%	2 2%	8 5%	11 3%	9 2%	13 3%	15 3%	8 3%	11 4%	6 4%	3 2%	19 3%	10 3%	21 3%	7 6% r
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	42 5%	** **	18 5% f	18 6% ef	5 5% f	6 3%	1 1%	7 4%	22 6% i	12 3%	22 5%	20 4%	22 8% mno	8 3%	6 4%	7 3%	29 5%	13 4%	38 5%	4 3%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	44 5%	** **	17 5%	19 6% f	6 5%	8 4%	2 2%	8 5%	18 5%	18 5%	22 5%	22 5%	14 5%	17 6% o	7 4%	6 3%	31 6% q	13 3%	35 4%	9 7%
NONE OF THESE	717 78%	** **	269 74%	241 75%	98 83% bc	186 86% bc	88 91% bcd	128 74%	286 74%	303 82% gh	363 78%	354 77%	210 76%	211 76%	130 78%	167 81%	421 76%	297 80%	624 78%	94 76%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 53**

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

**LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
CHANGED PROVIDER IN LAST 12 MONTHS	93	80	4	**	**	22	19	20	10
	10%	10%	6%	**	**	7%	9%	10%	11%
ACTIVELY LOOKING AT THE MOMENT	28	23	*	**	**	11	3	6	4
	3%	3%	1%	**	**	4% f	1%	3%	4% f
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	42	40	2	**	**	10	12	11	5
	5%	5%	3%	**	**	3%	5%	6%	6%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	44	38	1	**	**	13	9	9	7
	5%	5%	2%	**	**	4%	4%	5%	8% ef
NONE OF THESE	717	597	61	**	**	253	178	145	63
	78%	77%	88% a	**	**	82% gh	81% h	76%	70%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 54**

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

**LANDLINE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDALONE SWITCHES	STANDALONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED															
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
CHANGED PROVIDER IN LAST 12 MONTHS	93	-	-	38	55	71	22	93	-	93	71	-	22	-	-	93	33	34	**	68
	10%	-%	-%	12% ab	30% abc	10%	9%	19% h	-%	79% gh	18% km	-%	24% km	-%	-%	24% n	13% q	9%	**	84%
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	175	24	11	67	72	141	34	101	74	3	84	57	17	17	18	83	61	76	**	2
	19%	9%	8%	21% ab	39% abc	21% f	14%	21% hi	17% i	2%	21% m	20% m	19% m	11%	20%	21%	23%	20%	**	3%
NEITHER OF THESE	657	251	140	209	57	469	188	291	366	21	239	230	52	136	72	218	169	276	**	11
	71%	91% cd	92% cd	66% d	31%	69%	77% e	60% i	83% gi	18%	61%	80% jl	57% jkl	89%	80% o	55%	64%	71% p	**	13%
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 54**

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

**LANDLINE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
CHANGED PROVIDER IN LAST 12 MONTHS	93	**	45	33	8	12	4	21	47	26	45	48	23	31	17	23	53	40	83	10
	10%	**	13%	10%	7%	6%	4%	12%	12%	7%	10%	11%	8%	11%	10%	11%	10%	11%	10%	8%
			def	ef				i	i											
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	175	**	73	61	25	36	11	39	72	64	94	81	56	49	34	36	105	70	143	32
	19%	**	20%	19%	21%	17%	12%	22%	19%	17%	20%	18%	20%	18%	20%	18%	19%	19%	18%	25%
			f	f	f														r	
NEITHER OF THESE	657	**	244	227	86	168	82	112	266	279	327	330	198	197	115	147	395	262	575	82
	71%	**	67%	71%	73%	78%	84%	65%	69%	76%	70%	72%	72%	71%	69%	71%	71%	70%	72%	66%
						bc	bcd			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 54**

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

**LANDLINE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
CHANGED PROVIDER IN LAST 12 MONTHS	93	80	4	**	**	22	19	20	10
	10%	10%	6%	**	**	7%	9%	10%	11%
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	175	146	12	**	**	48	48	33	25
	19%	19%	17%	**	**	16%	22% e	17%	28% eg
NEITHER OF THESE	657	553	53	**	**	239	153	139	54
	71%	71%	77%	**	**	77% fh	69% h	72% h	60%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 55**

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

**LANDLINE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE	LANDLINE SWITCH		
	Total	INTER-		ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE																	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
SWITCHED ONLY THIS SERVICE	37	5	2	12	18	29	8	37	-	37	29	-	8	-	11	26	14	13	**	-
	4%	2%	1%	4%	10%	4%	3%	8%	-%	31%	7%	-%	9%	-%	12%	7%	5%	3%	**	-%
				ab	abc			h		gh	km		km		o					
SWITCHED TWO SERVICES INCLUDING THIS	43	3	-	19	21	32	11	43	-	43	32	-	11	-	6	37	22	8	**	43
	5%	1%	-%	6%	11%	5%	4%	9%	-%	36%	8%	-%	12%	-%	7%	9%	8%	2%	**	53%
				ab	abc			h		gh	km		km				q			
SWITCHED THREE SERVICES INCLUDING THIS	38	4	1	16	18	32	6	38	-	38	32	-	6	-	7	31	8	25	**	38
	4%	1%	1%	5%	9%	5%	2%	8%	-%	32%	8%	-%	6%	-%	8%	8%	3%	6%	**	47%
				ab	abc	f		h		gh	km		km				p			
NOT SWITCHED IN LAST 12 MONTHS	808	263	148	267	129	588	220	368	439	-	301	287	67	152	66	301	219	341	**	-
	87%	96%	98%	85%	70%	86%	90%	76%	100%	-%	76%	100%	73%	100%	73%	76%	84%	88%	**	-%
		cd	cd	d			e	i	gi			jl		jl			p			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 55**

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

**LANDLINE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
SWITCHED ONLY THIS SERVICE	37	**	18	14	3	5	2	9	18	10	17	20	8	13	6	10	21	16	31	5
	4%	**	5%	4%	2%	2%	2%	5%	5%	3%	4%	4%	3%	5%	3%	5%	4%	4%	4%	4%
			e						i											
SWITCHED TWO SERVICES INCLUDING THIS	43	**	19	13	5	8	3	12	18	13	22	21	8	14	10	10	23	20	37	6
	5%	**	5%	4%	4%	4%	3%	7%	5%	3%	5%	5%	3%	5%	6%	5%	4%	5%	5%	5%
								i												
SWITCHED THREE SERVICES INCLUDING THIS	38	**	22	13	1	1	-	11	20	7	16	22	12	13	4	8	26	12	34	4
	4%	**	6%	4%	1%	1%	-%	6%	5%	2%	3%	5%	4%	5%	2%	4%	5%	3%	4%	3%
			def	def				i	i					n						
NOT SWITCHED IN LAST 12 MONTHS	808	**	303	281	109	202	93	141	328	339	411	397	248	236	146	178	484	324	699	109
	87%	**	84%	88%	92%	94%	95%	82%	85%	92%	88%	86%	90%	85%	88%	86%	87%	87%	87%	88%
					bc	bc	bc			gh			m							

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 55**

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

**LANDLINE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
SWITCHED ONLY THIS SERVICE	37	31	3	**	**	9	10	6	4
	4%	4%	4%	**	**	3%	5%	3%	4%
SWITCHED TWO SERVICES INCLUDING THIS	43	36	2	**	**	11	9	4	4
	5%	5%	3%	**	**	4%	4%	2%	5%
SWITCHED THREE SERVICES INCLUDING THIS	38	34	1	**	**	8	8	13	4
	4%	4%	2%	**	**	3%	3%	7% ef	4%
NOT SWITCHED IN LAST 12 MONTHS	808	677	62	**	**	281	195	168	78
	87%	87%	91%	**	**	91%	88%	88%	87%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 56**

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

**LANDLINE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
SWITCHED ONLY THIS SERVICE	26	-	-	8	17	18	7	26	-	26	18	-	7	-	-	26	8	9	**	-
	3%	-%	-%	3%	9%	3%	3%	5%	-%	22%	5%	-%	8%	-%	-%	7%	3%	2%	**	-%
				ab	abc			h		gh	km		km			n				
SWITCHED TWO SERVICES INCLUDING THIS	37	-	-	16	21	27	10	37	-	37	27	-	10	-	-	37	18	7	**	37
	4%	-%	-%	5%	11%	4%	4%	8%	-%	31%	7%	-%	11%	-%	-%	9%	7%	2%	**	46%
				ab	abc			h		gh	km		km			n	q			
SWITCHED THREE SERVICES INCLUDING THIS	31	-	-	13	18	26	5	31	-	31	26	-	5	-	-	31	7	19	**	31
	3%	-%	-%	4%	9%	4%	2%	6%	-%	26%	7%	-%	6%	-%	-%	8%	3%	5%	**	38%
				ab	abc			h		gh	km		km			n	p			
NOT SWITCHED IN LAST 12 MONTHS	832	275	151	276	129	610	222	393	439	24	323	287	70	152	90	301	229	352	**	13
	90%	100%	100%	88%	70%	90%	91%	81%	100%	21%	82%	100%	76%	100%	100%	76%	87%	91%	**	16%
		cd	cd	d				i	gi			jl		jl	o			p		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 56**

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

**LANDLINE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
SWITCHED ONLY THIS SERVICE	26	**	11	11	2	4	2	5	13	8	12	14	4	8	5	8	12	13	23	3
	3%	**	3%	3%	2%	2%	2%	3%	3%	2%	3%	3%	2%	3%	3%	4% l	2%	4%	3%	2%
SWITCHED TWO SERVICES INCLUDING THIS	37	**	17	11	5	7	2	8	17	12	19	18	7	12	9	9	19	18	32	5
	4%	**	5%	4%	4%	3%	2%	5%	4%	3%	4%	4%	2%	4%	5% l	4%	3%	5%	4%	4%
SWITCHED THREE SERVICES INCLUDING THIS	31	**	18	11	1	1	-	8	17	6	14	16	11	10	3	6	22	9	28	3
	3%	**	5% def	3% ef	1%	1%	-%	4% i	4% i	2%	3%	4%	4% n	4%	2%	3%	4%	2%	3%	2%
NOT SWITCHED IN LAST 12 MONTHS	832	**	317	288	110	203	93	151	338	343	421	411	254	246	149	183	500	332	718	114
	90%	**	87%	90%	93% b	94% bc	96% bc	88%	88%	93% gh	90%	89%	92%	89%	90%	89%	90%	89%	90%	92%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 56**

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

**LANDLINE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
SWITCHED ONLY THIS SERVICE	26	22	1	**	**	7	7	4	3
	3%	3%	2%	**	**	2%	3%	2%	3%
SWITCHED TWO SERVICES INCLUDING THIS	37	31	2	**	**	10	7	4	4
	4%	4%	3%	**	**	3%	3%	2%	4%
SWITCHED THREE SERVICES INCLUDING THIS	31	27	1	**	**	6	5	11	4
	3%	4%	1%	**	**	2%	2%	6% ef	4%
NOT SWITCHED IN LAST 12 MONTHS	832	699	64	**	**	287	202	172	80
	90%	90%	94%	**	**	93%	91%	90%	89%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 57**

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

**QL30. Which of the following best describes how you feel about your decision to switch landline service provider? Would you say you are...**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE NON	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SWITCHERS	STANDAL ONE SWITCHES							
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Unweighted total	206	21	5	83	97	160	46	206	-	206	160	-	46	-	42	164	75	77	66	140
Effective Weighted Sample	194	20	5	79	91	151	44	194	-	194	151	-	44	-	40	155	71	73	62	132
Total	118	12	3	47	56	93	25	118	-	118	93	-	25	-	24	93	43	46	37	81
Very happy	62	**	**	**	**	49	**	62	**	62	49	**	**	**	**	49	**	**	**	44
	52%	**	**	**	**	53%	**	52%	**	52%	53%	**	**	**	**	52%	**	**	**	54%
Fairly happy	43	**	**	**	**	34	**	43	**	43	34	**	**	**	**	34	**	**	**	28
	36%	**	**	**	**	37%	**	36%	**	36%	37%	**	**	**	**	36%	**	**	**	34%
TOTAL HAPPY	104	**	**	**	**	83	**	104	**	104	83	**	**	**	**	83	**	**	**	71
	89%	**	**	**	**	90%	**	89%	**	89%	90%	**	**	**	**	89%	**	**	**	88%
Fairly unhappy	7	**	**	**	**	4	**	7	**	7	4	**	**	**	**	5	**	**	**	4
	6%	**	**	**	**	4%	**	6%	**	6%	4%	**	**	**	**	5%	**	**	**	5%
Very unhappy	5	**	**	**	**	4	**	5	**	5	4	**	**	**	**	5	**	**	**	4
	4%	**	**	**	**	4%	**	4%	**	4%	4%	**	**	**	**	5%	**	**	**	5%
TOTAL UNHAPPY	11	**	**	**	**	8	**	11	**	11	8	**	**	**	**	9	**	**	**	8
	10%	**	**	**	**	8%	**	10%	**	10%	8%	**	**	**	**	10%	**	**	**	10%
Don't know	2	**	**	**	**	2	**	2	**	2	2	**	**	**	**	1	**	**	**	1
	2%	**	**	**	**	2%	**	2%	**	2%	2%	**	**	**	**	1%	**	**	**	2%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 57**

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

**QL30. Which of the following best describes how you feel about your decision to switch landline service provider? Would you say you are...**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	206	7	88	79	21	32	11	48	94	64	96	110	40	77	42	47	117	89	178	28
Effective Weighted Sample	194	7	85	77	21	32	11	47	89	62	90	104	39	74	41	45	111	84	168	27
Total	118	4	60	40	9	14	5	32	56	29	55	63	28	41	19	29	69	48	102	15
Very happy	62	**	**	**	**	**	**	**	**	**	**	35	**	**	**	**	36	**	54	**
	52%	**	**	**	**	**	**	**	**	**	**	55%	**	**	**	**	52%	**	53%	**
Fairly happy	43	**	**	**	**	**	**	**	**	**	**	24	**	**	**	**	26	**	36	**
	36%	**	**	**	**	**	**	**	**	**	**	38%	**	**	**	**	37%	**	36%	**
TOTAL HAPPY	104	**	**	**	**	**	**	**	**	**	**	58	**	**	**	**	62	**	91	**
	89%	**	**	**	**	**	**	**	**	**	**	93%	**	**	**	**	90%	**	89%	**
Fairly unhappy	7	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	4	**	5	**
	6%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	5%	**	5%	**
Very unhappy	5	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	2	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	3%	**	4%	**
TOTAL UNHAPPY	11	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**	6	**	9	**
	10%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	**	8%	**	9%	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	1	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	2%	**	2%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 57**

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

**QL30. Which of the following best describes how you feel about your decision to switch landline service provider? Would you say you are...**  
**by LANDLINE CROSS-BREAKS**

Base : Those who have changed their landline provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	206	177	13	12	4	48	49	38	21
Effective Weighted Sample	194	167	12	11	4	45	47	36	20
Total	118	101	6	7	3	28	26	23	12
Very happy	62	56	**	**	**	**	**	**	**
	52%	55%	**	**	**	**	**	**	**
Fairly happy	43	34	**	**	**	**	**	**	**
	36%	34%	**	**	**	**	**	**	**
TOTAL HAPPY	104	90	**	**	**	**	**	**	**
	89%	89%	**	**	**	**	**	**	**
Fairly unhappy	7	6	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**
Very unhappy	5	3	**	**	**	**	**	**	**
	4%	3%	**	**	**	**	**	**	**
TOTAL UNHAPPY	11	9	**	**	**	**	**	**	**
	10%	9%	**	**	**	**	**	**	**
Don't know	2	2	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 58**

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

**QL37. Which of the following best describes how you feel about your decision NOT to switch landline service provider? Would you say you are...**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE	NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
				ESTED	ENG-AGED						NON-SWITCHES	ONE SWITCHES									
																					RS
Significance Level: 95%		~a	~b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	149	-	10	29	110	117	32	88	61	-	72	45	16	16	14	74	49	66	-	-	
Effective Weighted Sample	141	-	9	28	104	110	30	83	58	-	68	43	15	15	13	70	46	63	-	-	
Total	86	-	5	17	64	68	19	52	34	-	42	25	9	9	9	43	26	40	-	-	
Very happy	19	**	**	**	14	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	23%	**	**	**	22%	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Fairly happy	38	**	**	**	26	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	44%	**	**	**	41%	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTAL HAPPY	58	**	**	**	41	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	67%	**	**	**	64%	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Fairly unhappy	14	**	**	**	13	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	17%	**	**	**	20%	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Very unhappy	4	**	**	**	3	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	5%	**	**	**	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTAL UNHAPPY	19	**	**	**	16	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	22%	**	**	**	25%	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	10	**	**	**	7	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	11%	**	**	**	11%	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 58**

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

**QL37. Which of the following best describes how you feel about your decision NOT to switch landline service provider? Would you say you are...**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	149	1	49	68	25	31	6	23	63	63	73	76	51	48	28	22	99	50	127	22
Effective Weighted Sample	141	1	48	65	24	30	6	22	60	61	69	72	50	46	27	21	94	48	120	21
Total	86	*	34	37	11	14	3	15	40	31	44	42	36	25	13	13	61	26	73	13
Very happy	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**
Fairly happy	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	43%	**
TOTAL HAPPY	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	67%	**
Fairly unhappy	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**
Very unhappy	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
TOTAL UNHAPPY	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22%	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 58**

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

**QL37. Which of the following best describes how you feel about your decision NOT to switch landline service provider? Would you say you are...**  
by **LANDLINE CROSS-BREAKS**

Base : Those who have considered changing their landline service provider in the last 12 months

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	149	134	6	8	1	42	33	35	22
Effective Weighted Sample	141	127	5	8	1	40	31	33	20
Total	86	78	3	4	*	23	21	21	13
Very happy	19	17	**	**	**	**	**	**	**
	23%	22%	**	**	**	**	**	**	**
Fairly happy	38	37	**	**	**	**	**	**	**
	44%	47%	**	**	**	**	**	**	**
TOTAL HAPPY	58	54	**	**	**	**	**	**	**
	67%	69%	**	**	**	**	**	**	**
Fairly unhappy	14	12	**	**	**	**	**	**	**
	17%	15%	**	**	**	**	**	**	**
Very unhappy	4	4	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**
TOTAL UNHAPPY	19	16	**	**	**	**	**	**	**
	22%	20%	**	**	**	**	**	**	**
Don't know	10	8	**	**	**	**	**	**	**
	11%	10%	**	**	**	**	**	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 59**

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

**QL19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (LANDLINE PROVIDER)? They are the best landline provider on the market. IF NECESSARY - Do you...**  
by LANDLINE CROSS-BREAKS

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH			
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	
				ESTED	ENG-AGED							NON-SWI	TCHERS	SWITCHE	ONE							NON
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s			
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140		
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132		
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81		
Agree strongly	170 18%	3 1%	- -%	127 40% abd	40 22% ab	121 18%	49 20%	73 15%	97 22% g	21 18%	64 16%	57 20% l	10 11%	39 26% jl	17 18%	57 14%	44 17%	68 18%	** **	14 17%		
Agree slightly	241 26%	9 3%	146 97% acd	25 8% a	61 33% ac	184 27%	57 24%	137 28% hi	104 24%	22 18%	116 29% k	67 23%	21 23%	37 24%	25 28%	111 28%	63 24%	111 29%	** **	14 18%		
TOTAL AGREE	411 44%	13 5%	146 97% acd	152 48% a	101 55% a	305 45%	107 44%	210 43%	201 46% i	43 36%	180 46% l	125 44% l	30 33%	76 50% l	41 46%	168 43%	107 41%	179 46%	** **	29 35%		
Neither	270 29%	140 51% bcd	3 2%	88 28% bd	39 21% b	206 30%	64 26%	158 32% h	112 26%	45 38% h	127 32% m	79 27%	31 33% m	34 22%	30 33%	128 32%	78 30%	120 31%	** **	29 35%		
Disagree slightly	66 7%	24 9% b	- -%	27 9% b	16 8% b	53 8%	14 6%	35 7%	31 7%	9 8%	29 7%	24 8% m	7 7%	7 5%	6 7%	28 7%	21 8%	31 8%	** **	7 8%		
Disagree strongly	54 6%	14 5% b	1 1%	21 7% b	18 10% ab	41 6%	13 5%	27 6%	26 6%	9 7%	21 5%	19 7%	6 6%	7 5%	5 6%	22 6%	19 7%	20 5%	** **	7 9%		
TOTAL DISAGREE	120 13%	38 14% b	1 1%	48 15% b	34 18% b	93 14%	27 11%	62 13%	57 13%	18 15%	50 13%	43 15% m	12 14%	14 9%	12 13%	50 13%	40 15%	51 13%	** **	14 18%		
Don't know	124 13%	85 31% bcd	1 1%	27 9% b	11 6% b	77 11%	47 19% e	56 12%	69 16% g	12 11%	38 10%	40 14% j	18 20% j	29 19% j	7 8%	49 12%	38 14% q	36 9%	** **	9 12%		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 59**

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

**QL19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (LANDLINE PROVIDER)? They are the best landline provider on the market. IF NECESSARY - Do you...**  
by LANDLINE CROSS-BREAKS

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Agree strongly	170 18%	** **	63 17%	52 16%	28 23% bc	53 25% bc	25 26% bc	30 17%	60 16%	80 22%	89 19%	81 18%	42 15%	48 17%	26 16%	54 26% lmn	90 16%	80 22% p	146 18%	24 19%
Agree slightly	241 26%	** **	100 28%	80 25%	26 22%	51 24%	25 26%	46 27%	112 29% i	83 23%	120 26%	121 26%	72 26%	74 27%	50 30% o	45 22%	146 26%	95 25%	214 27%	27 22%
TOTAL AGREE	411 44%	** **	164 45%	132 41%	54 46%	104 48% c	50 52% c	76 44%	172 45%	163 44%	208 45%	203 44%	114 41%	122 44%	76 46%	99 48%	236 43%	175 47%	360 45%	51 41%
Neither	270 29%	** **	104 29%	105 33% ef	31 27%	54 25%	23 24%	47 27%	116 30%	107 29%	139 30%	131 28%	97 35% mno	76 28%	47 29%	49 24%	173 31% q	97 26%	236 29%	34 28%
Disagree slightly	66 7%	** **	28 8% ef	26 8% ef	8 7% f	10 5%	2 2%	17 10% i	28 7%	21 6%	30 6%	36 8%	15 5%	25 9% l	12 7%	15 7%	40 7%	27 7%	57 7%	10 8%
Disagree strongly	54 6%	** **	28 8% cef	16 5%	5 4%	7 3%	2 2%	13 8%	23 6%	17 5%	29 6%	24 5%	16 6%	14 5%	11 7%	13 6%	30 5%	24 6%	45 6%	9 7%
TOTAL DISAGREE	120 13%	** **	56 15% ef	41 13% ef	13 11% f	17 8%	4 4%	30 18% i	51 13%	39 10%	59 13%	61 13%	31 11%	39 14%	23 14%	28 13%	69 12%	51 14%	102 13%	18 15%
Don't know	124 13%	** **	39 11%	42 13%	20 17% b	40 18% bc	20 20% bc	19 11%	45 12%	60 16% gh	59 13%	66 14%	34 12%	40 15%	19 12%	31 15%	74 13%	50 13%	104 13%	21 17%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 59**

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

**QL19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (LANDLINE PROVIDER)? They are the best landline provider on the market. IF NECESSARY - Do you... by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Agree strongly	170	141	17	**	**	73	31	36	10
	18%	18%	25%	**	**	24% fh	14%	19% h	12%
Agree slightly	241	208	16	**	**	78	68	46	24
	26%	27%	23%	**	**	25%	31%	24%	27%
TOTAL AGREE	411	349	33	**	**	151	98	82	35
	44%	45%	48%	**	**	49% h	44%	43%	39%
Neither	270	230	16	**	**	76	72	62	25
	29%	30%	23%	**	**	25%	33% e	33% e	27%
Disagree slightly	66	55	6	**	**	16	15	18	13
	7%	7%	9%	**	**	5%	7%	9% e	14% ef
Disagree strongly	54	43	5	**	**	20	9	11	7
	6%	5%	7%	**	**	6%	4%	6%	8%
TOTAL DISAGREE	120	98	11	**	**	36	25	28	20
	13%	13%	16%	**	**	12%	11%	15%	22% efg
Don't know	124	102	8	**	**	47	26	19	11
	13%	13%	12%	**	**	15% g	12%	10%	12%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDAL ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				~c	ENG-AGED ~d															
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	p	q	~r	~s
Unweighted total	535	447	-	88	-	373	162	230	305	-	175	198	55	107	39	190	152	197	-	-
Effective Weighted Sample	501	418	-	83	-	350	152	216	285	-	164	186	52	100	37	178	142	186	-	-
Total	288	239	-	49	-	207	81	122	167	-	93	114	28	53	23	99	83	114	-	-
Prefer to stay with trusted/ known provider	116	105	**	**	**	77	39	46	70	**	34	43	**	27	**	37	31	40	**	**
	40%	44%	**	**	**	37%	48%	38%	42%	**	36%	38%	**	52%	**	37%	37%	35%	**	**
							e							jk						
Too much hassle to set up the new service	50	45	**	**	**	34	16	20	30	**	14	21	**	10	**	15	12	21	**	**
	17%	19%	**	**	**	17%	20%	16%	18%	**	15%	18%	**	19%	**	15%	14%	18%	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	50	39	**	**	**	41	9	27	23	**	22	19	**	4	**	21	13	27	**	**
	17%	16%	**	**	**	20%	11%	22%	14%	**	23%	17%	**	8%	**	21%	16%	24%	**	**
						f		h			m	m								
Too busy/ don't have time to research the options	28	25	**	**	**	22	6	10	18	**	9	13	**	5	**	9	10	12	**	**
	10%	10%	**	**	**	11%	8%	8%	11%	**	9%	12%	**	9%	**	9%	12%	10%	**	**
No/ not enough difference between providers	27	20	**	**	**	22	4	14	13	**	12	11	**	2	**	11	13	8	**	**
	9%	8%	**	**	**	11%	5%	11%	8%	**	13%	9%	**	4%	**	11%	16%	7%	**	**
						f					m						q			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INTER-				SIMPLE	STAND-			LAST	BUNDLE	BUNDLE	STANDAL	STANDAL				TRIPLE	SINGLE	MULTIPL
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	12 MONTHS	SWITCHE	NON-SWI	ONE	NON	YES	NO	DUAL			
		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	p	q	~r	~s
Significance Level: 95%																				
Unweighted total	535	447	-	88	-	373	162	230	305	-	175	198	55	107	39	190	152	197	-	-
Effective Weighted Sample	501	418	-	83	-	350	152	216	285	-	164	186	52	100	37	178	142	186	-	-
Total	288	239	-	49	-	207	81	122	167	-	93	114	28	53	23	99	83	114	-	-
Difficult to make comparisons between providers	21 7%	17 7%	** **	** **	** **	14 7%	7 9%	7 6%	14 8%	** **	6 6%	8 7%	** **	6 11%	** **	6 6%	7 8%	6 5%	** **	** **
Tied to fixed length contract with my current provider	19 6%	10 4%	** **	** **	** **	15 7%	4 5%	8 7%	10 6%	** **	7 8%	7 6%	** **	3 6%	** **	8 8%	3 4%	11 10% p	** **	** **
Shopping around for a new provider is too much of a hassle or a chore	15 5%	14 6%	** **	** **	** **	11 5%	4 5%	8 7%	7 4%	** **	8 8% k	3 3%	** **	4 7%	** **	8 8%	4 4%	6 5%	** **	** **
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	14 5%	10 4%	** **	** **	** **	13 6% f	* 1%	8 7%	6 3%	** **	8 8% m	6 5% m	** **	- -%	** **	4 4%	6 7%	7 6%	** **	** **
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDAL ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				~c	ENG-AGED ~d															
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	p	q	~r	~s
Unweighted total	535	447	-	88	-	373	162	230	305	-	175	198	55	107	39	190	152	197	-	-
Effective Weighted Sample	501	418	-	83	-	350	152	216	285	-	164	186	52	100	37	178	142	186	-	-
Total	288	239	-	49	-	207	81	122	167	-	93	114	28	53	23	99	83	114	-	-
It's too time consuming to go through the process of switching from one provider to another	12 4%	11 4%	** **	** **	** **	9 4%	3 4%	4 3%	8 5%	** **	2 3%	7 6%	** **	2 3%	** **	3 3%	3 4%	6 5%	** **	** **
Don't use the landline much/ at all/ have for internet access	12 4%	9 4%	** **	** **	** **	9 5%	3 3%	5 4%	7 4%	** **	4 4%	6 5%	** **	1 2%	** **	3 4%	2 2%	7 6%	** **	** **
Problems/ issues with current provider not sufficiently bad/ frequent to switch	11 4%	8 3%	** **	** **	** **	11 5%	- -%	6 5%	4 3%	** **	6 7%	4 4%	** **	- -%	** **	4 4%	5 6%	5 5%	** **	** **
Too big a risk that something will go wrong in the transition/ switch from one provider to another	8 3%	7 3%	** **	** **	** **	5 3%	3 3%	3 3%	4 3%	** **	3 3%	3 2%	** **	2 3%	** **	3 4%	3 3%	2 2%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDALONE SWITCHES	ONE NON-SWITCHER	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				~c	ENG-AGED ~d															
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	p	q	~r	~s
Unweighted total	535	447	-	88	-	373	162	230	305	-	175	198	55	107	39	190	152	197	-	-
Effective Weighted Sample	501	418	-	83	-	350	152	216	285	-	164	186	52	100	37	178	142	186	-	-
Total	288	239	-	49	-	207	81	122	167	-	93	114	28	53	23	99	83	114	-	-
It would be difficult to keep my phone number	7 3%	6 3%	** **	** **	** **	5 2%	3 3%	1 1%	7 4% g	** **	1 1%	4 4%	** **	3 5% j	** **	- -%	2 2%	2 2%	** **	** **
Didn't want to get locked into a fixed contract with new provider	5 2%	4 2%	** **	** **	** **	3 1%	1 2%	4 3% h	1 1%	** **	2 3%	1 1%	** **	* 1%	** **	3 3%	1 1%	2 1%	** **	** **
Information available confusing / couldn't understand technical jargon	5 2%	4 2%	** **	** **	** **	3 2%	1 1%	1 *% %	4 2%	** **	1 1%	3 2%	** **	1 2%	** **	1 1%	2 2%	1 1%	** **	** **
Have a minimum notice period	4 1%	4 2%	** **	** **	** **	3 2%	* *% %	2 2%	1 1%	** **	2 2%	1 1%	** **	* 1%	** **	2 2%	1 2%	2 2%	** **	** **
Don't live in a cabled street/ can't get cable telephone where I live	3 1%	3 1%	** **	** **	** **	3 1%	* *% %	* *% %	3 2%	** **	- -%	3 3% j	** **	- -%	** **	* *% %	1 1%	2 2%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

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**QL9d. Why are you not interested in changing the company that provides your home landline service?  
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Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

		LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12			BUNDLE	STANDAL	STANDAL							
		INAC-	PASSIVE	ESTED	ENG-	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE	NON-SWI	ONE	ONE						
	Total	TIVE			AGED						RS	TCHERS	SWITCHE	NON	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	p	q	~r	~s
Significance Level: 95%																				
Unweighted total	535	447	-	88	-	373	162	230	305	-	175	198	55	107	39	190	152	197	-	-
Effective Weighted Sample	501	418	-	83	-	350	152	216	285	-	164	186	52	100	37	178	142	186	-	-
Total	288	239	-	49	-	207	81	122	167	-	93	114	28	53	23	99	83	114	-	-
Don't want to split up the bundle	3	2	**	**	**	3	-	3	*	**	3	*	**	-	**	2	-	3	**	**
	1%	1%	**	**	**	1%	-%	2%	*%	**	3%	*%	**	-%	**	2%	-%	3%	**	**
								h										p		
It's not clear what steps I would need to take to switch provider	2	2	**	**	**	2	*	*	2	**	*	1	**	*	**	*	-	1	**	**
	1%	1%	**	**	**	1%	1%	*%	1%	**	*%	1%	**	1%	**	*%	-%	1%	**	**
Only provider in the area	1	1	**	**	**	*	1	-	1	**	-	*	**	1	**	-	-	*	**	**
	*%	*%	**	**	**	*%	1%	-%	1%	**	-%	*%	**	1%	**	-%	-%	*%	**	**
Other	2	2	**	**	**	2	-	-	2	**	-	2	**	-	**	-	1	1	**	**
	1%	1%	**	**	**	1%	-%	-%	1%	**	-%	2%	**	-%	**	-%	1%	1%	**	**
STAY WITH TRUSTED PROVIDER	116	105	**	**	**	77	39	46	70	**	34	43	**	27	**	37	31	40	**	**
	40%	44%	**	**	**	37%	48%	38%	42%	**	36%	38%	**	52%	**	37%	37%	35%	**	**
							e							jk						
HASSLE	88	77	**	**	**	63	25	35	53	**	27	36	**	17	**	29	26	34	**	**
	31%	32%	**	**	**	31%	31%	29%	32%	**	29%	32%	**	32%	**	29%	31%	30%	**	**
NO COST BENEFIT	50	39	**	**	**	41	9	27	23	**	22	19	**	4	**	21	13	27	**	**
	17%	16%	**	**	**	20%	11%	22%	14%	**	23%	17%	**	8%	**	21%	16%	24%	**	**
						f		h			m	m								
TERMS AND CONDITIONS	44	28	**	**	**	35	8	22	22	**	19	16	**	6	**	16	11	23	**	**
	15%	12%	**	**	**	17%	10%	18%	13%	**	21%	14%	**	11%	**	17%	13%	20%	**	**
											m									

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



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	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	p	q	~r	~s	
Unweighted total	535	447	-	88	-	373	162	230	305	-	175	198	55	107	39	190	152	197	-	-
Effective Weighted Sample	501	418	-	83	-	350	152	216	285	-	164	186	52	100	37	178	142	186	-	-
Total	288	239	-	49	-	207	81	122	167	-	93	114	28	53	23	99	83	114	-	-
NO BENEFIT/ INCENTIVE	39	29	**	**	**	32	7	19	20	**	15	16	**	3	**	15	15	15	**	**
	13%	12%	**	**	**	15% f	8%	15%	12%	**	16% m	14% m	**	6%	**	15%	18%	13%	**	**
CLARITY OF INFORMATION	26	21	**	**	**	18	8	8	17	**	7	11	**	6	**	7	8	8	**	**
	9%	9%	**	**	**	9%	10%	7%	10%	**	7%	10%	**	11%	**	7%	9%	7%	**	**
PROVIDER SATISFACTION	11	8	**	**	**	11	-	6	4	**	6	4	**	-	**	4	5	5	**	**
	4%	3%	**	**	**	5% f	-%	5%	3%	**	7% m	4% m	**	-%	**	4%	6%	5%	**	**
RISK	8	7	**	**	**	5	3	3	4	**	3	3	**	2	**	3	3	2	**	**
	3%	3%	**	**	**	3%	3%	3%	3%	**	3%	2%	**	3%	**	4%	3%	2%	**	**
SERVICE AVAILABILITY	5	4	**	**	**	3	1	*	4	**	-	3	**	1	**	*	1	3	**	**
	2%	2%	**	**	**	2%	1%	*% g	2%	**	-% j	3% j	**	1% j	**	*% j	1% q	2%	**	**
Don't know	17	16	**	**	**	10	7	4	13	**	2	9	**	4	**	3	6	3	**	**
	6%	7%	**	**	**	5%	8%	3%	8% g	**	2%	8% j	**	8% j	**	3%	8% q	3%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	535	15	154	182	98	184	86	75	177	283	252	283	126	161	122	126	287	248	455	80
Effective Weighted Sample	501	15	149	174	96	181	85	73	168	272	236	266	121	153	119	118	271	234	426	75
Total	288	9	104	95	43	79	36	50	108	131	143	145	84	84	53	67	168	120	246	42
Prefer to stay with trusted/ known provider	116	**	32	41	**	40	**	**	36	65	62	54	31	31	27	28	62	54	102	**
	40%	**	31%	43%	**	50%	**	**	34%	49%	43%	37%	37%	37%	50%	41%	37%	45%	42%	**
				b		b				h					lm					
Too much hassle to set up the new service	50	**	16	15	**	17	**	**	19	25	25	25	14	14	9	13	28	22	37	**
	17%	**	15%	16%	**	22%	**	**	18%	19%	17%	18%	17%	17%	17%	20%	17%	19%	15%	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	50	**	17	18	**	14	**	**	15	27	25	24	20	14	7	8	34	16	47	**
	17%	**	16%	19%	**	18%	**	**	14%	20%	18%	17%	23%	17%	14%	13%	20%	13%	19%	**
													o				q			
Too busy/ don't have time to research the options	28	**	13	9	**	3	**	**	12	7	14	15	12	7	5	5	19	10	26	**
	10%	**	13%	10%	**	4%	**	**	12%	5%	9%	10%	14%	8%	10%	7%	11%	8%	11%	**
			e	e					i											
No/ not enough difference between providers	27	**	9	10	**	8	**	**	9	14	16	11	10	4	6	7	14	12	20	**
	9%	**	8%	10%	**	10%	**	**	8%	11%	11%	7%	12%	5%	11%	10%	9%	10%	8%	**
													m							
Difficult to make comparisons between providers	21	**	7	8	**	6	**	**	9	10	8	13	7	4	5	6	10	11	21	**
	7%	**	6%	8%	**	7%	**	**	8%	8%	6%	9%	8%	5%	9%	9%	6%	9%	8%	**

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	535	15	154	182	98	184	86	75	177	283	252	283	126	161	122	126	287	248	455	80
Effective Weighted Sample	501	15	149	174	96	181	85	73	168	272	236	266	121	153	119	118	271	234	426	75
Total	288	9	104	95	43	79	36	50	108	131	143	145	84	84	53	67	168	120	246	42
Tied to fixed length contract with my current provider	19	**	10	6	**	2	**	**	9	5	7	12	5	7	3	3	13	6	18	**
	6%	**	10%	7%	**	2%	**	**	8%	4%	5%	8%	6%	9%	5%	5%	8%	5%	7%	**
			e	e																
Shopping around for a new provider is too much of a hassle or a chore	15	**	1	5	**	7	**	**	2	10	9	6	5	6	3	2	10	4	12	**
	5%	**	1%	5%	**	9%	**	**	2%	8%	6%	4%	6%	7%	5%	3%	6%	4%	5%	**
				b		b				h										
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	14	**	9	3	**	2	**	**	7	4	9	4	6	5	2	1	11	3	11	**
	5%	**	8%	3%	**	3%	**	**	7%	3%	7%	3%	7%	6%	3%	2%	6%	3%	4%	**
			ce														q			
It's too time consuming to go through the process of switching from one provider to another	12	**	4	7	**	1	**	**	6	4	5	7	3	4	3	3	7	5	10	**
	4%	**	4%	7%	**	1%	**	**	6%	3%	3%	5%	3%	5%	5%	4%	4%	4%	4%	**
				e																
Don't use the landline much/ at all/ have for internet access	12	**	7	3	**	1	**	**	6	2	8	4	5	3	3	1	8	4	11	**
	4%	**	6%	3%	**	1%	**	**	5%	1%	5%	3%	6%	4%	6%	1%	5%	3%	5%	**
			e						i						o					

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 ~d	65+ e	75+ ~f	16-34 ~g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	535	15	154	182	98	184	86	75	177	283	252	283	126	161	122	126	287	248	455	80
Effective Weighted Sample	501	15	149	174	96	181	85	73	168	272	236	266	121	153	119	118	271	234	426	75
Total	288	9	104	95	43	79	36	50	108	131	143	145	84	84	53	67	168	120	246	42
Problems/ issues with current provider not sufficiently bad/ frequent to switch	11 4%	** **	4 4%	5 5% e	** **	1 1%	** **	** **	4 4%	5 4%	3 2%	7 5%	3 3%	5 6%	2 3%	1 2%	8 4%	3 3%	10 4%	** **
Too big a risk that something will go wrong in the transition/ switch from one provider to another	8 3%	** **	3 2%	2 3%	** **	3 4%	** **	** **	4 4%	4 3%	3 2%	5 3%	2 2%	2 3%	3 5%	1 2%	4 2%	4 3%	7 3%	** **
It would be difficult to keep my phone number	7 3%	** **	3 3%	2 2%	** **	2 3%	** **	** **	4 3%	3 2%	1 1%	6 4% j	1 2%	2 3%	1 2%	3 4%	3 2%	4 3%	7 3%	** **
Didn't want to get locked into a fixed contract with new provider	5 2%	** **	1 1%	3 3%	** **	1 1%	** **	** **	1 1%	2 2%	3 2%	1 1%	1 2%	2 2%	1 2%	- -%	3 2%	1 1%	4 2%	** **
Information available confusing / couldn't understand technical jargon	5 2%	** **	2 1%	* *% e	** **	3 3%	** **	** **	2 1%	3 2%	3 2%	2 1%	1 2%	1 1%	1 1%	1 2%	3 1%	2 2%	5 2%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	535	15	154	182	98	184	86	75	177	283	252	283	126	161	122	126	287	248	455	80
Effective Weighted Sample	501	15	149	174	96	181	85	73	168	272	236	266	121	153	119	118	271	234	426	75
Total	288	9	104	95	43	79	36	50	108	131	143	145	84	84	53	67	168	120	246	42
Have a minimum notice period	4	**	1	1	**	2	**	**	2	2	2	2	1	2	*	*	3	1	3	**
	1%	**	1%	1%	**	2%	**	**	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	**
Don't live in a cabled street/ can't get cable telephone where I live	3	**	2	1	**	*	**	**	3	*	*	3	1	1	1	1	2	2	2	**
	1%	**	2%	1%	**	%	**	**	3%	%	%	2%	1%	1%	2%	1%	1%	1%	1%	**
									i											
Don't want to split up the bundle	3	**	1	1	**	*	**	**	2	*	1	2	1	1	-	1	2	1	3	**
	1%	**	1%	1%	**	1%	**	**	2%	%	1%	2%	1%	1%	-	2%	1%	1%	1%	**
It's not clear what steps I would need to take to switch provider	2	**	-	1	**	1	**	**	1	1	*	2	-	1	1	*	1	1	2	**
	1%	**	-	1%	**	1%	**	**	1%	1%	%	1%	-	1%	2%	1%	1%	1%	1%	**
Only provider in the area	1	**	-	1	**	-	**	**	1	-	1	*	1	*	-	-	1	-	*	**
	%	**	-	1%	**	-	**	**	1%	-	1%	%	1%	1%	-	-	1%	-	%	**
Other	2	**	2	-	**	-	**	**	1	-	1	*	1	-	*	-	1	*	2	**
	1%	**	2%	-	**	-	**	**	1%	-	1%	%	2%	-	1%	-	1%	%	1%	**
STAY WITH TRUSTED PROVIDER	116	**	32	41	**	40	**	**	36	65	62	54	31	31	27	28	62	54	102	**
	40%	**	31%	43%	**	50%	**	**	34%	49%	43%	37%	37%	37%	50%	41%	37%	45%	42%	**
				b		b				h					lm					
HASSLE	88	**	32	27	**	25	**	**	34	38	45	43	30	25	14	19	55	33	71	**
	31%	**	31%	28%	**	31%	**	**	32%	29%	31%	30%	35%	30%	27%	28%	33%	28%	29%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 ~d	65+ e	75+ ~f	16-34 ~g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	535	15	154	182	98	184	86	75	177	283	252	283	126	161	122	126	287	248	455	80
Effective Weighted Sample	501	15	149	174	96	181	85	73	168	272	236	266	121	153	119	118	271	234	426	75
Total	288	9	104	95	43	79	36	50	108	131	143	145	84	84	53	67	168	120	246	42
NO COST BENEFIT	50 17%	** **	17 16%	18 19%	** **	14 18%	** **	** **	15 14%	27 20%	25 18%	24 17%	20 23% o	14 17%	7 14%	8 13%	34 20% q	16 13%	47 19%	** **
TERMS AND CONDITIONS	44 15%	** **	22 21% e	14 15%	** **	7 9%	** **	** **	21 19% i	13 10%	19 13%	24 17%	13 15%	15 18%	7 13%	9 13%	28 17%	15 13%	38 15%	** **
NO BENEFIT/ INCENTIVE	39 13%	** **	15 15%	12 13%	** **	9 11%	** **	** **	14 13%	16 12%	24 17% k	15 10%	15 18% m	8 9%	9 17%	7 11%	22 13%	16 14%	31 13%	** **
CLARITY OF INFORMATION	26 9%	** **	7 7%	10 10%	** **	8 10%	** **	** **	10 9%	13 10%	10 7%	15 10%	7 9%	6 7%	6 11%	7 10%	13 8%	13 10%	25 10%	** **
PROVIDER SATISFACTION	11 4%	** **	4 4%	5 5% e	** **	1 1%	** **	** **	4 4%	5 4%	3 2%	7 5%	3 3%	5 6%	2 3%	1 2%	8 4%	3 3%	10 4%	** **
RISK	8 3%	** **	3 2%	2 3%	** **	3 4%	** **	** **	4 4%	4 3%	3 2%	5 3%	2 2%	2 3%	3 5%	1 2%	4 2%	4 3%	7 3%	** **
SERVICE AVAILABILITY	5 2%	** **	2 2%	2 2%	** **	* *% i	** **	** **	4 4%	* *% i	1 1%	3 2%	1 2%	2 2%	1 2%	1 1%	3 2%	2 1%	2 1%	** **
Don't know	17 6%	** **	6 6%	5 5%	** **	5 7%	** **	** **	8 7%	7 6%	7 5%	10 7%	4 5%	6 8%	3 5%	4 6%	11 6%	7 5%	16 6%	** **
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	535	434	45	32	24	188	119	113	52
Effective Weighted Sample	501	406	42	30	22	176	112	106	49
Total	288	235	25	16	12	97	70	61	27
Prefer to stay with trusted/ known provider	116	95	**	**	**	51	23	24	**
	40%	41%	**	**	**	53% fg	33%	40%	**
Too much hassle to set up the new service	50	36	**	**	**	17	15	9	**
	17%	15%	**	**	**	17%	21%	15%	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	50	45	**	**	**	12	11	13	**
	17%	19%	**	**	**	12%	16%	21% e	**
Too busy/ don't have time to research the options	28	17	**	**	**	6	13	3	**
	10%	7%	**	**	**	6%	19% eg	6%	**
No/ not enough difference between providers	27	23	**	**	**	9	5	6	**
	9%	10%	**	**	**	10%	7%	10%	**
Difficult to make comparisons between providers	21	14	**	**	**	11	4	3	**
	7%	6%	**	**	**	11% g	6%	4%	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	535	434	45	32	24	188	119	113	52
Effective Weighted Sample	501	406	42	30	22	176	112	106	49
Total	288	235	25	16	12	97	70	61	27
Tied to fixed length contract with my current provider	19	15	**	**	**	6	8	4	**
	6%	6%	**	**	**	6%	11%	6%	**
Shopping around for a new provider is too much of a hassle or a chore	15	9	**	**	**	4	3	3	**
	5%	4%	**	**	**	4%	5%	5%	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	14	13	**	**	**	1	6	2	**
	5%	5%	**	**	**	2%	8% e	4%	**
It's too time consuming to go through the process of switching from one provider to another	12	11	**	**	**	4	3	3	**
	4%	5%	**	**	**	4%	4%	6%	**
Don't use the landline much/ at all/ have for internet access	12	11	**	**	**	1	3	4	**
	4%	5%	**	**	**	1%	5% e	7% e	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	535	434	45	32	24	188	119	113	52
Effective Weighted Sample	501	406	42	30	22	176	112	106	49
Total	288	235	25	16	12	97	70	61	27
Problems/ issues with current provider not sufficiently bad/ frequent to switch	11 4%	8 3%	** **	** **	** **	2 2%	2 3%	4 6%	** **
Too big a risk that something will go wrong in the transition/ switch from one provider to another	8 3%	4 2%	** **	** **	** **	4 4%	1 2%	1 2%	** **
It would be difficult to keep my phone number	7 3%	5 2%	** **	** **	** **	3 3%	1 1%	1 2%	** **
Didn't want to get locked into a fixed contract with new provider	5 2%	3 1%	** **	** **	** **	1 1%	1 1%	1 2%	** **
Information available confusing / couldn't understand technical jargon	5 2%	4 2%	** **	** **	** **	3 3%	1 1%	- -%	** **
Have a minimum notice period	4 1%	3 1%	** **	** **	** **	1 1%	1 1%	2 3%	** **

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	535	434	45	32	24	188	119	113	52
Effective Weighted Sample	501	406	42	30	22	176	112	106	49
Total	288	235	25	16	12	97	70	61	27
Don't live in a cabled street/ can't get cable telephone where I live	3 1%	3 1%	** **	** **	** **	1 1%	2 2%	- -%	** **
Don't want to split up the bundle	3 1%	3 1%	** **	** **	** **	- -%	2 3% e	1 1%	** **
It's not clear what steps I would need to take to switch provider	2 1%	2 1%	** **	** **	** **	* *%	1 2%	* 1%	** **
Only provider in the area	1 *%	1 *%	** **	** **	** **	1 1%	- -%	* 1%	** **
Other	2 1%	2 1%	** **	** **	** **	1 1%	* 1%	- -%	** **
STAY WITH TRUSTED PROVIDER	116 40%	95 41%	** **	** **	** **	51 53% fg	23 33%	24 40%	** **
HASSLE	88 31%	62 26%	** **	** **	** **	25 26%	27 38% e	18 29%	** **
NO COST BENEFIT	50 17%	45 19%	** **	** **	** **	12 12%	11 16%	13 21% e	** **

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 60**

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

**QL9d. Why are you not interested in changing the company that provides your home landline service?  
by LANDLINE CROSS-BREAKS**

Base : Those who are not interested in a new landline provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	535	434	45	32	24	188	119	113	52
Effective Weighted Sample	501	406	42	30	22	176	112	106	49
Total	288	235	25	16	12	97	70	61	27
TERMS AND CONDITIONS	44	36	**	**	**	11	16	9	**
	15%	15%	**	**	**	11%	23% e	15%	**
NO BENEFIT/ INCENTIVE	39	34	**	**	**	10	8	10	**
	13%	14%	**	**	**	10%	12%	17%	**
CLARITY OF INFORMATION	26	18	**	**	**	12	6	3	**
	9%	8%	**	**	**	13% g	8%	5%	**
PROVIDER SATISFACTION	11	8	**	**	**	2	2	4	**
	4%	3%	**	**	**	2%	3%	6%	**
RISK	8	4	**	**	**	4	1	1	**
	3%	2%	**	**	**	4%	2%	2%	**
SERVICE AVAILABILITY	5	4	**	**	**	2	2	*	**
	2%	2%	**	**	**	2%	2%	1%	**
Don't know	17	14	**	**	**	7	2	3	**
	6%	6%	**	**	**	7%	2%	6%	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 61**

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

**QL22. How easy or difficult do you think it is to make COST comparisons between landline providers?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Very easy	189	52	27	68	42	148	42	108	82	29	91	56	16	25	23	85	52	91	**	21
	20%	19%	18%	22%	23%	22%	17%	22%	19%	25% h	23% m	20%	18%	17%	25%	21%	20%	24%	**	26%
Fairly easy	335	87	72	106	70	257	78	182	153	46	145	112	36	41	34	147	96	154	**	29
	36%	32%	48% acd	34%	38%	38% f	32%	37%	35%	39%	37% m	39% m	39% m	27%	37%	37%	37%	40%	**	36%
TOTAL EASY	524	139	100	174	112	405	119	289	235	76	237	168	52	67	57	232	148	245	**	50
	57%	50%	66% ac	55%	61% a	59% f	49%	59% h	54%	64% h	60% m	59% m	57% m	44%	63%	59%	57%	63% p	**	62%
Fairly difficult	172	46	27	61	39	130	43	95	77	22	80	49	15	28	16	79	51	69	**	18
	19%	17%	18%	19%	21%	19%	17%	20%	18%	19%	20%	17%	16%	18%	18%	20%	20%	18%	**	22%
Very difficult	96	30	9	36	21	64	32	49	47	9	38	27	11	21	8	41	28	32	**	7
	10%	11% b	6%	11% b	11% b	9%	13% e	10%	11%	8%	10%	9%	12%	13%	9%	10%	11%	8%	**	9%
TOTAL DIFFICULT	268	76	36	97	60	194	74	144	124	32	118	76	26	48	24	120	79	102	**	25
	29%	28%	24%	31% b	32% b	28%	30%	30%	28%	27%	30%	26%	29%	32%	27%	30%	30%	26%	**	30%
Don't know	133	61	15	44	13	82	51	53	80	10	40	43	13	38	10	43	35	40	**	6
	14%	22% bcd	10%	14% d	7%	12%	21% e	11%	18% gi	9%	10%	15% j	14%	25% jkl	11%	11%	13%	10%	**	8%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 61**

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

**QL22. How easy or difficult do you think it is to make COST comparisons between landline providers?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Very easy	189	**	90	66	18	27	9	49	82	58	107	82	52	63	35	40	115	75	165	25
	20%	**	25%	21%	15%	13%	9%	29%	21%	16%	23%	18%	19%	23%	21%	19%	21%	20%	21%	20%
			def	ef	f			hi	i		k									
Fairly easy	335	**	152	117	32	50	18	79	152	104	175	160	106	106	61	62	212	123	288	47
	36%	**	42%	36%	27%	23%	19%	46%	39%	28%	38%	35%	39%	38%	37%	30%	38%	33%	36%	38%
			def	def	f			i	i				o	o			q			
TOTAL EASY	524	**	241	182	50	78	27	128	234	162	282	242	158	169	95	102	327	197	453	72
	57%	**	67%	57%	43%	36%	28%	74%	61%	44%	61%	53%	57%	61%	58%	49%	59%	53%	56%	58%
			cdef	def	f	f		hi	i		k		o	o	o		q			
Fairly difficult	172	**	66	60	25	44	19	23	80	69	74	98	54	51	28	39	105	67	149	23
	19%	**	18%	19%	21%	20%	19%	13%	21%	19%	16%	21%	20%	18%	17%	19%	19%	18%	19%	19%
								g	g		j									
Very difficult	96	**	23	38	16	35	19	8	30	58	48	48	29	24	17	26	53	43	83	13
	10%	**	6%	12%	13%	16%	20%	5%	8%	16%	10%	11%	11%	9%	10%	13%	10%	11%	10%	11%
				b	b	bc	bc		gh											
TOTAL DIFFICULT	268	**	90	98	41	79	38	31	110	127	122	146	83	75	45	65	158	110	232	36
	29%	**	25%	30%	35%	37%	39%	18%	29%	34%	26%	32%	30%	27%	27%	31%	29%	29%	29%	29%
			b	b	bc	bc	bc	g	gh		j									
Don't know	133	**	32	40	27	59	32	13	40	79	61	72	35	33	25	40	68	65	117	16
	14%	**	9%	13%	22%	27%	33%	8%	11%	22%	13%	16%	13%	12%	15%	19%	12%	17%	15%	13%
				b	bc	bc	bcd		gh							lm	p			

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QL22. How easy or difficult do you think it is to make COST comparisons between landline providers?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Very easy	189 20%	160 21%	18 26%	** **	** **	48 16%	51 23% e	46 24% e	19 21%
Fairly easy	335 36%	294 38%	21 31%	** **	** **	100 32%	92 42% e	68 36%	36 40%
TOTAL EASY	524 57%	454 58%	39 57%	** **	** **	148 48%	142 64% e	115 60% e	55 61% e
Fairly difficult	172 19%	143 18%	8 12%	** **	** **	63 20%	39 18%	35 18%	14 16%
Very difficult	96 10%	78 10%	6 9%	** **	** **	38 12% f	18 8%	17 9%	11 12%
TOTAL DIFFICULT	268 29%	221 28%	15 21%	** **	** **	101 33% f	57 26%	52 27%	25 28%
Don't know	133 14%	103 13%	15 21% a	** **	** **	60 19% fgh	22 10%	25 13%	10 11%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 62**

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

**QL24. How much choice do you think you have in terms of alternative landline providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHED RS	BUNDLE NON-SWITCHED	STANDAL ONE SWITCHED RS	STANDAL ONE NON SWITCHED	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
a	~b	c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s		
Unweighted total	487	171	81	173	62	-	487	175	312	46	-	-	175	312	17	157	-	-	16	30
Effective Weighted Sample	456	160	77	161	58	-	456	165	291	44	-	-	165	291	16	148	-	-	15	29
Total	244	84	39	88	34	-	244	92	152	25	-	-	92	152	9	83	-	-	8	16
Too much choice	51	18	**	14	**	**	51	17	34	**	**	**	17	34	**	15	**	**	**	**
	21%	21%	**	16%	**	**	21%	19%	22%	**	**	**	19%	22%	**	18%	**	**	**	**
About the right amount of choice	105	31	**	38	**	**	105	46	59	**	**	**	46	59	**	43	**	**	**	**
	43%	37%	**	44%	**	**	43%	50% h	39%	**	**	**	50% m	39%	**	52%	**	**	**	**
Too little choice	32	8	**	13	**	**	32	17	15	**	**	**	17	15	**	15	**	**	**	**
	13%	9%	**	15%	**	**	13%	18% h	10%	**	**	**	18% m	10%	**	18%	**	**	**	**
No choice	7	2	**	4	**	**	7	1	6	**	**	**	1	6	**	1	**	**	**	**
	3%	3%	**	5%	**	**	3%	2%	4%	**	**	**	2%	4%	**	1%	**	**	**	**
Don't know	49	25	**	18	**	**	49	11	38	**	**	**	11	38	**	9	**	**	**	**
	20%	30%	**	20%	**	**	20%	12%	25% g	**	**	**	12%	25% l	**	11%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 62**

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

**QL24. How much choice do you think you have in terms of alternative landline providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	c	d	e	f	~g	h	i	j	k	~l	m	n	o	p	q	r	~s
Unweighted total	487	9	88	150	114	240	126	52	115	320	236	251	98	132	114	143	230	257	408	79
Effective Weighted Sample	456	9	85	144	112	236	124	51	109	309	220	237	94	125	111	137	215	247	382	74
Total	244	6	60	78	48	101	52	34	68	142	124	120	63	65	48	68	129	116	205	39
Too much choice	51	**	**	17	9	21	12	**	13	32	24	27	**	15	12	15	24	28	40	**
	21%	**	**	22%	19%	21%	23%	**	18%	23%	19%	23%	**	22%	26%	22%	18%	24%	20%	**
About the right amount of choice	105	**	**	42	19	31	12	**	36	53	57	48	**	28	21	27	57	48	92	**
	43%	**	**	53%	39%	31%	24%	**	52%	37%	46%	40%	**	43%	45%	39%	44%	42%	45%	**
				def	f				i											
Too little choice	32	**	**	10	4	8	4	**	13	13	18	14	**	10	6	6	20	12	23	**
	13%	**	**	13%	9%	8%	7%	**	19%	9%	15%	12%	**	15%	13%	8%	16%	10%	11%	**
									i											
No choice	7	**	**	2	2	3	1	**	4	3	3	4	**	3	1	2	4	3	6	**
	3%	**	**	3%	3%	3%	2%	**	6%	2%	2%	3%	**	4%	2%	3%	3%	2%	3%	**
Don't know	49	**	**	7	14	37	23	**	3	40	22	27	**	10	7	19	23	25	44	**
	20%	**	**	9%	30%	37%	44%	**	5%	28%	18%	22%	**	16%	14%	27%	18%	22%	21%	**
					c	c	cd			h						mn				

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 62**

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

**QL24. How much choice do you think you have in terms of alternative landline providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by **LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	~f	~g	~h
Unweighted total	487	401	43	31	12	296	28	20	49
Effective Weighted Sample	456	375	41	29	11	278	26	18	46
Total	244	202	21	16	6	145	16	10	25
Too much choice	51	41	**	**	**	31	**	**	**
	21%	20%	**	**	**	21%	**	**	**
About the right amount of choice	105	90	**	**	**	57	**	**	**
	43%	45%	**	**	**	40%	**	**	**
Too little choice	32	27	**	**	**	17	**	**	**
	13%	13%	**	**	**	12%	**	**	**
No choice	7	7	**	**	**	4	**	**	**
	3%	3%	**	**	**	3%	**	**	**
Don't know	49	38	**	**	**	36	**	**	**
	20%	19%	**	**	**	25%	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 63**

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

**QL25. To what extent do you trust your landline provider to ensure you are on the best deal for your needs?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	LANDLINE INDEX					LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
	Total	INTER-				SIMPLE	STAND-	NEVER	MONTHS	BUNDLE SWITCHES	BUNDLE	STANDAL	STANDAL	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE				EVER	NON-SWI	ONE							NON
												TCHERS	SWITCHE							SWITCHE
a	~b	c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s		
Significance Level: 95%																				
Unweighted total	487	171	81	173	62	-	487	175	312	46	-	-	175	312	17	157	-	-	16	30
Effective Weighted Sample	456	160	77	161	58	-	456	165	291	44	-	-	165	291	16	148	-	-	15	29
Total	244	84	39	88	34	-	244	92	152	25	-	-	92	152	9	83	-	-	8	16
I trust them completely	50	16	**	26	**	**	50	13	38	**	**	**	13	38	**	11	**	**	**	**
	21%	19%	**	29%	**	**	21%	14%	25%	**	**	**	14%	25%	**	13%	**	**	**	**
				a					g				l							
I trust them a lot	77	27	**	21	**	**	77	33	44	**	**	**	33	44	**	29	**	**	**	**
	32%	32%	**	24%	**	**	32%	36%	29%	**	**	**	36%	29%	**	35%	**	**	**	**
I trust them a bit	65	24	**	21	**	**	65	25	40	**	**	**	25	40	**	24	**	**	**	**
	27%	29%	**	24%	**	**	27%	27%	26%	**	**	**	27%	26%	**	28%	**	**	**	**
I don't trust them at all	39	10	**	15	**	**	39	18	21	**	**	**	18	21	**	16	**	**	**	**
	16%	12%	**	17%	**	**	16%	19%	14%	**	**	**	19%	14%	**	20%	**	**	**	**
Don't know	13	7	**	4	**	**	13	3	10	**	**	**	3	10	**	3	**	**	**	**
	5%	8%	**	5%	**	**	5%	3%	6%	**	**	**	3%	6%	**	3%	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 63**

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

**QL25. To what extent do you trust your landline provider to ensure you are on the best deal for your needs?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 c	65-74 d	65+ e	75+ f	16-34 ~g	35-54 h	55+ i	MALE j	FEMALE k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	487	9	88	150	114	240	126	52	115	320	236	251	98	132	114	143	230	257	408	79
Effective Weighted Sample	456	9	85	144	112	236	124	51	109	309	220	237	94	125	111	137	215	247	382	74
Total	244	6	60	78	48	101	52	34	68	142	124	120	63	65	48	68	129	116	205	39
I trust them completely	50 21%	** **	** **	14 18%	12 24%	29 29% c	17 33% c	** **	9 13%	38 26% h	22 17%	29 24%	** **	13 20%	9 18%	18 27%	23 18%	27 23%	41 20%	** **
I trust them a lot	77 32%	** **	** **	23 30%	19 39%	36 36%	18 34%	** **	17 25%	52 37% h	42 34%	35 29%	** **	17 26%	21 44% m	24 35%	33 25%	45 39% p	66 32%	** **
I trust them a bit	65 27%	** **	** **	26 33% def	10 21%	19 19%	9 17%	** **	22 33% i	30 21%	32 25%	34 28%	** **	20 31% n	8 17%	16 24%	41 32% q	24 21%	54 26%	** **
I don't trust them at all	39 16%	** **	** **	14 18% ef	6 12%	10 10%	5 9%	** **	18 26% i	15 11%	23 18%	16 14%	** **	12 18% o	8 16% o	6 8%	26 20% q	13 12%	33 16%	** **
Don't know	13 5%	** **	** **	2 2%	2 5%	6 6%	4 7% c	** **	2 3%	7 5%	6 5%	6 5%	** **	3 5%	2 5%	4 6%	6 5%	6 6%	11 5%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 63**

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

**QL25. To what extent do you trust your landline provider to ensure you are on the best deal for your needs?  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	~f	~g	~h
Unweighted total	487	401	43	31	12	296	28	20	49
Effective Weighted Sample	456	375	41	29	11	278	26	18	46
Total	244	202	21	16	6	145	16	10	25
I trust them completely	50	38	**	**	**	35	**	**	**
	21%	19%	**	**	**	24%	**	**	**
I trust them a lot	77	66	**	**	**	47	**	**	**
	32%	33%	**	**	**	33%	**	**	**
I trust them a bit	65	54	**	**	**	37	**	**	**
	27%	27%	**	**	**	26%	**	**	**
I don't trust them at all	39	34	**	**	**	19	**	**	**
	16%	17%	**	**	**	13%	**	**	**
Don't know	13	10	**	**	**	7	**	**	**
	5%	5%	**	**	**	5%	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 64**

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

**QM1. I'd like to talk with you about your service for the mobile phone that you have and use the most. We're interested in the NETWORK that you pay for the calls you make or the texts you send rather than the phone handset itself. Firstly, can I check who pays the bills for your mobile phone, is it...**  
**by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
															STANDAL ONE			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	SWITCHE RS	NON-SWIT CHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2300	529	426	830	493	172	2128	1273	1005	218	618	1632	113	58	1160	947	200	18
Effective Weighted Sample	2168	496	400	784	468	162	2007	1202	946	207	579	1543	107	54	1097	892	190	17
Total	1366	301	249	499	304	93	1273	771	582	131	351	987	61	32	710	551	122	9
You	1257	275	231	468	282	83	1174	723	534	122	330	913	54	**	669	505	114	**
	92%	91%	93%	94%	93%	89%	92%	94%	92%	93%	94%	93%	89%	**	94% lo	92%	93%	**
Another member of your household	96	26	18	31	22	9	87	48	48	9	21	73	7	**	41	46	8	**
	7%	9%	7%	6%	7%	10%	7%	6%	8%	7%	6%	7%	11% n	**	6% n	8% n	7%	**
Your company	8	-	-	-	-	*	7	-	-	-	-	*	-	**	-	-	-	**
	1%	-%	-%	-%	-%	*%	1%	-%	-%	-%	-%	*%	-%	**	-%	-%	-%	**
Someone else	5	-	-	-	-	-	5	-	-	-	-	-	-	**	-	-	-	**
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 64**

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

**QM1. I'd like to talk with you about your service for the mobile phone that you have and use the most. We're interested in the NETWORK that you pay for the calls you make or the texts you send rather than the phone handset itself. Firstly, can I check who pays the bills for your mobile phone, is it...**  
**by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2300	362	793	740	254	405	151	770	782	748	1111	1189	506	759	505	530	1265	1035	2013	287
Effective Weighted Sample	2168	350	768	708	248	396	147	744	743	718	1049	1121	492	726	493	506	1203	971	1898	270
Total	1366	239	549	396	114	183	69	520	482	364	686	681	363	428	235	340	791	575	1198	169
You	1257	206	511	369	105	171	67	466	449	342	642	615	339	394	205	320	733	524	1103	154
	92%	86%	93%	93%	92%	94%	97%	90%	93%	94%	94%	90%	93%	92%	87%	94%	93%	91%	92%	91%
			a	a	a	a	a		g	g	k		n	n		n				
Another member of your household	96	32	35	20	7	9	2	52	28	17	35	61	18	33	27	18	51	45	83	14
	7%	14%	6%	5%	6%	5%	3%	10%	6%	5%	5%	9%	5%	8%	12%	5%	6%	8%	7%	8%
		bcdef						hi			j				lmo					
Your company	8	-	3	4	1	1	-	1	3	3	6	2	5	1	1	-	6	1	7	1
	1%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	2%	1%	1%	1%	-%	1%	1%	1%	1%
											k		mo							
Someone else	5	1	-	3	1	1	1	1	2	3	2	3	1	-	2	3	1	4	5	*
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
				b	b	b	b								m	m		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 64**

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

**QM1. I'd like to talk with you about your service for the mobile phone that you have and use the most. We're interested in the NETWORK that you pay for the calls you make or the texts you send rather than the phone handset itself. Firstly, can I check who pays the bills for your mobile phone, is it...**  
**by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone

	NATION					MOBILE NETWORK					
	Total	ENG- LAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	EE e	O2 f	VODA- FONE g	3 h	VIRGIN i	TESCO j
Significance Level: 95%											
Unweighted total	2300	1922	189	117	72	591	483	336	225	145	187
Effective Weighted Sample	2168	1811	179	110	68	560	457	316	213	136	176
Total	1366	1145	113	66	41	358	291	199	141	82	106
You	1257	1048	108	63	**	335	271	187	131	78	98
	92%	92%	95%	96%	**	94%	93%	94%	92%	94%	92%
Another member of your household	96	87	5	3	**	22	20	12	11	5	8
	7%	8%	4%	4%	**	6%	7%	6%	8%	6%	8%
Your company	8	7	-	-	**	-	-	1	-	-	-
	1%	1%	-%	-%	**	-%	-%	*%	-%	-%	-%
Someone else	5	3	1	-	**	-	-	-	-	-	-
	*%	*%	1%	-%	**	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 65**

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

**QM1a. How many mobile phones with different telephone numbers do you use at least once a month? IF NECESSARY - Please include any phones used for work or other purposes?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	~l	~m	n	o	p	~q
Unweighted total	2107	493	396	774	444	-	2107	1160	947	188	618	1460	-	-	1160	947	178	10
Effective Weighted Sample	1987	463	371	732	422	-	1987	1097	892	178	579	1383	-	-	1097	892	169	10
Total	1261	283	232	470	276	-	1261	710	551	115	351	893	-	-	710	551	109	5
1	1093	250	202	407	233	**	1093	598	494	94	324	754	**	**	598	494	89	**
	87%	89%	87%	87%	84%	**	87%	84%	90%	82%	92%	84%	**	**	84%	90%	81%	**
		d							gi		k					n		
2	134	27	23	47	37	**	134	92	42	17	23	110	**	**	92	42	17	**
	11%	9%	10%	10%	14%	**	11%	13%	8%	15%	6%	12%	**	**	13%	8%	15%	**
					a			h		h		j			o			
3	18	3	5	6	4	**	18	12	6	2	2	15	**	**	12	6	2	**
	1%	1%	2%	1%	1%	**	1%	2%	1%	2%	1%	2%	**	**	2%	1%	2%	**
												j						
4 or more	16	2	1	11	3	**	16	8	8	1	2	14	**	**	8	8	1	**
	1%	1%	1%	2%	1%	**	1%	1%	2%	1%	1%	2%	**	**	1%	2%	1%	**
				ab														

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 65**

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

**QM1a. How many mobile phones with different telephone numbers do you use at least once a month? IF NECESSARY - Please include any phones used for work or other purposes?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2107	352	734	659	227	362	135	736	711	660	1028	1079	467	681	460	499	1148	959	1843	264
Effective Weighted Sample	1987	340	711	631	222	354	132	711	676	633	972	1018	455	652	449	477	1093	899	1739	248
Total	1261	233	509	355	101	163	62	498	441	322	637	624	337	387	215	323	723	537	1105	155
1	1093	218	428	298	90	149	59	444	366	283	531	562	274	327	195	297	600	492	958	135
	87%	94%	84%	84%	89%	91%	95%	89%	83%	88%	83%	90%	81%	84%	91%	92%	83%	92%	87%	87%
		bcd				bc	bcd	h		h		j			lm	lm		p		
2	134	8	67	45	11	13	2	39	61	34	86	48	48	53	13	20	101	33	117	17
	11%	4%	13%	13%	11%	8%	4%	8%	14%	11%	14%	8%	14%	14%	6%	6%	14%	6%	11%	11%
			aef	aef	af	a			g		k		no	no			q			
3	18	1	9	7	-	-	-	8	7	3	10	8	7	4	5	2	11	7	16	2
	1%	1%	2%	2%	-%	-%	-%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%
			de	de																
4 or more	16	5	5	5	*	1	*	7	8	2	10	6	8	3	1	4	11	5	15	1
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%
									i				mn							

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 65**

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

**QM1a. How many mobile phones with different telephone numbers do you use at least once a month? IF NECESSARY - Please include any phones used for work or other purposes?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	~i	j
Unweighted total	2107	1755	173	110	69	567	482	329	224	79	186
Effective Weighted Sample	1987	1655	164	104	65	537	456	309	212	74	175
Total	1261	1054	104	63	39	344	291	196	140	47	105
1	1093	907	95	55	**	293	254	167	118	**	96
	87%	86%	91%	88%	**	85%	88%	86%	84%	**	91% eh
2	134	117	7	7	**	40	30	24	14	**	8
	11%	11%	6%	11%	**	12%	10%	12%	10%	**	7%
3	18	15	2	1	**	8	2	3	4	**	-
	1%	1%	2%	1%	**	2% fj	1%	2%	3% fj	**	-%
4 or more	16	16	1	-	**	3	5	2	4	**	2
	1%	1%	1%	-%	**	1%	2%	1%	3% e	**	2%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 66**

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

**QM2. Which mobile phone service provider do you use most often?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCH RS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
EE	358 26%	71 24%	69 28%	138 28%	80 26%	14 15%	344 27% e	208 27% i	150 26% i	25 19%	72 21%	281 29% j	8 14%	** **	200 28% l	144 26% l	23 19%	** **
O2	291 21%	71 24%	55 22%	107 21%	57 19%	- -%	291 23% e	140 18%	151 26% gi	18 14%	78 22%	209 21%	- -%	** **	140 20% l	151 27% ln	17 14%	** **
Vodafone	199 15%	52 17% c	37 15%	65 13%	44 15%	3 3%	196 16% e	108 14%	91 16%	19 14%	49 14%	147 15%	2 3%	** **	106 15% l	90 16% l	18 15%	** **
Three (3) Mobile	141 10%	22 7%	24 10%	55 11% a	40 13% a	1 1%	140 11% e	93 12% h	49 8%	18 14% h	28 8%	112 11% j	- -%	** **	93 13% lo	48 9% l	15 13%	** **
Tesco	105 8%	23 7%	20 8%	45 9% d	17 6%	- -%	105 8% e	65 8%	40 7%	9 7%	44 13% k	61 6%	- -%	** **	65 9% l	40 7% l	9 7%	** **
Virgin Media	82 6%	22 7% c	15 6%	24 5%	21 7%	36 38% f	47 4%	46 6%	36 6%	6 4%	15 4%	68 7% j	22 37% no	** **	24 3% o	23 4%	4 3%	** **
BT	27 2%	6 2%	3 1%	9 2%	9 3%	16 17% f	11 1%	15 2%	12 2%	6 5% gh	2 1%	24 2% j	11 18% no	** **	4 1% o	7 1%	5 4%	** **
TalkTalk	23 2%	7 2%	4 2%	6 1%	5 2%	7 8% f	15 1%	17 2% h	6 1%	5 3% h	4 1%	18 2%	5 8% no	** **	12 2% o	4 1%	4 3%	** **
Orange	20 1%	6 2%	6 2% d	7 1%	2 1%	1 1%	19 1%	6 1%	14 2% g	1 1%	10 3% k	9 1%	- -%	** **	6 1%	13 2% n	1 1%	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 66**

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

**QM2. Which mobile phone service provider do you use most often?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE				LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	ONE		
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	BUNDLE	STAND- ALONE	EVER	NEVER		PAYG	CON- TRACT	SWITCHE RS	NON-SWIT CHERS	ONE SWITCH	NON SWITCH	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Sky	14 1%	2 1%	3 1%	6 1%	3 1%	11 12% f	2 *% gh	11 1% h	3 1% gh	4 3% j	- -% j	13 1% k	9 15% no	** **	2 *% no	* *% no	4 4% no	** **
TMobile	13 1%	2 1%	3 1%	4 1%	4 1%	- -% f	13 1% gh	7 1% h	6 1% gh	- -% j	6 2% k	7 1% k	- -% no	** **	7 1% no	6 1% no	- -% no	** **
Plusnet	5 *% gh	1 *% gh	- -% gh	1 *% gh	3 1% b	1 1% f	4 *% f	4 1% f	1 *% gh	3 2% gh	* *% gh	5 *% gh	1 2% no	** **	3 *% no	1 *% no	3 2% no	** **
Utilities Warehouse	5 *% f	* *% f	- -% f	2 *% f	2 1% f	2 2% f	3 *% f	4 1% f	* *% f	1 1% f	1 *% f	4 *% f	2 2% no	** **	3 *% no	- -% no	* *% no	** **
Post Office	1 *% k	1 *% k	- -% k	1 *% k	- -% k	- -% k	1 *% k	1 *% k	- -% k	- -% k	1 *% k	- -% k	- -% k	** **	1 *% k	- -% k	- -% k	** **
Eclipse	1 *% h	- -% h	- -% h	1 *% h	- -% h	- -% h	1 *% h	1 *% h	- -% h	1 1% h	- -% h	1 *% h	- -% h	** **	1 *% h	- -% h	1 1% h	** **
Other	61 5% gh	9 3% gh	9 3% gh	26 5% a	17 6% a	1 1% e	60 5% e	44 6% h	17 3% gh	16 12% gh	34 10% k	25 2% k	1 2% lo	** **	43 6% lo	17 3% n	16 13% n	** **
Don't know	9 1% cd	5 2% cd	1 1% cd	2 *% cd	* *% cd	- -% cd	9 1% cd	2 *% cd	7 1% g	- -% g	5 2% k	3 *% k	- -% k	** **	2 *% n	7 1% n	- -% n	** **
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 66**

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**QM2. Which mobile phone service provider do you use most often?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
EE	358 26%	77 32% cef	155 28% cef	85 22%	28 25%	40 22%	12 18%	158 30% hi	121 25%	79 22%	177 26%	181 27%	94 26%	126 30% o	62 27%	75 22%	220 28% q	137 24%	312 26%	46 27%
O2	291 21%	47 20%	121 22% d	92 24% de	17 15%	31 17%	14 21%	116 22%	106 22%	69 19%	149 22%	142 21%	82 23%	92 21%	48 21%	69 20%	173 22%	117 21%	248 21%	43 26%
Vodafone	199 15%	29 12%	75 14%	68 17% ab	18 16%	27 15%	9 13%	64 12%	77 16% g	57 16% g	105 16%	93 14%	61 17% o	60 14%	35 15%	42 12%	122 16%	77 13%	169 14%	29 17%
Three (3) Mobile	141 10%	35 15% cdef	72 13% cdef	25 6%	6 6%	9 5%	3 4%	71 14% i	51 11% i	19 5%	74 11%	67 10%	31 9%	39 9%	27 12%	45 13% lm	70 9%	72 13% p	134 11% s	8 5%
Tesco	105 8%	18 7%	29 5%	40 10% b	12 11% b	19 10% b	7 10% b	33 6%	35 7%	36 10% g	49 7%	56 8%	20 6%	33 8%	18 8%	34 10% l	54 7%	51 9%	90 8%	15 9%
Virgin Media	82 6%	9 4%	29 5%	29 7% a	12 10% ab	15 9% ab	4 5%	20 4%	29 6% g	33 9% gh	37 6%	45 7%	23 7%	25 6%	14 6%	20 6%	48 6%	34 6%	78 7% s	4 3%
BT	27 2%	* *% a	11 2% a	8 2% a	2 2% a	8 4% abc	6 8% abcd	5 1%	9 2%	12 3% g	11 2%	16 2%	9 2%	8 2%	5 2%	6 2%	16 2%	11 2%	20 2%	7 4% r
TalkTalk	23 2%	4 2%	6 1%	7 2%	4 4% b	6 3% b	2 2%	5 1%	9 2%	8 2%	12 2%	11 2%	5 1%	7 2%	3 1%	8 2%	12 2%	11 2%	20 2%	2 1%
Orange	20 1%	2 1%	7 1%	4 1%	4 3% abc	7 4% abc	3 4% abc	5 1%	5 1%	9 3% gh	9 1%	10 2%	8 2%	5 1%	2 1%	5 1%	13 2%	7 1%	18 2%	2 1%
Sky	14 1%	- -% ae	8 1% ae	6 2% ae	- -%	- -%	- -%	5 1%	6 1%	3 1%	6 1%	8 1%	3 1%	6 1%	2 1%	3 1%	9 1%	5 1%	13 1%	1 *%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 66**

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

**QM2. Which mobile phone service provider do you use most often?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
TMobile	13	1	3	5	1	3	2	3	5	4	6	7	4	3	1	4	7	6	11	2
	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							ab													
Plusnet	5	1	2	2	*	1	*	2	1	2	1	4	2	1	1	1	4	2	5	1
	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%
Utilities Warehouse	5	1	1	1	*	1	*	1	2	1	2	2	*	2	*	2	3	2	3	1
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%
Post Office	1	-	1	1	-	-	-	-	1	1	-	1	-	-	-	1	-	1	1	-
	*%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	-%
Eclipse	1	-	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	1	-
	*%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
Other	61	13	25	15	6	8	3	27	19	16	34	28	12	18	11	20	30	31	56	5
	5%	6%	5%	4%	5%	5%	4%	5%	4%	4%	5%	4%	3%	4%	5%	6%	4%	6%	5%	3%
																l				
Don't know	9	1	1	2	2	5	3	1	1	7	5	4	2	2	2	4	4	5	7	2
	1%	*%	*%	1%	2%	3%	4%	*%	*%	2%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%
					abc	abc	abc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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

**QM2. Which mobile phone service provider do you use most often?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
EE	358 26%	303 27%	23 20%	29 43% ab	** **	358 100% fghij	- -%	- -%	- -%	- -%	- -%
O2	291 21%	232 20% c	27 24% c	5 7%	** **	- -%	291 100% eghij	- -%	- -%	- -%	- -%
Vodafone	199 15%	171 15%	15 13%	9 14%	** **	- -%	- -%	199 100% efhij	- -%	- -%	- -%
Three (3) Mobile	141 10%	122 11%	11 10%	5 8%	** **	- -%	- -%	- -%	141 100% efgij	- -%	- -%
Tesco	105 8%	85 7%	11 10%	9 13% a	** **	- -%	- -%	- -%	- -%	- -%	105 100% efghi
Virgin Media	82 6%	74 6% c	7 7%	1 2%	** **	- -%	- -%	- -%	- -%	82 100% efghj	- -%
BT	27 2%	20 2%	4 4% a	2 3%	** **	- -%	- -%	- -%	- -%	- -%	- -%
TalkTalk	23 2%	19 2%	3 3%	1 1%	** **	- -%	- -%	- -%	- -%	- -%	- -%
Orange	20 1%	15 1%	4 4% ac	- -%	** **	- -%	- -%	- -%	- -%	- -%	- -%
Sky	14 1%	12 1%	1 1%	1 1%	** **	- -%	- -%	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 66**

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

**QM2. Which mobile phone service provider do you use most often?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
TMobile	13	11	2	*	**	-	-	-	-	-	-
	1%	1%	1%	1%	**	-%	-%	-%	-%	-%	-%
Plusnet	5	5	*	-	**	-	-	-	-	-	-
	*%	*%	*%	-%	**	-%	-%	-%	-%	-%	-%
Utilities Warehouse	5	5	-	-	**	-	-	-	-	-	-
	*%	*%	-%	-%	**	-%	-%	-%	-%	-%	-%
Post Office	1	1	-	-	**	-	-	-	-	-	-
	*%	*%	-%	-%	**	-%	-%	-%	-%	-%	-%
Eclipse	1	1	-	-	**	-	-	-	-	-	-
	*%	*%	-%	-%	**	-%	-%	-%	-%	-%	-%
Other	61	54	3	3	**	-	*	-	-	-	*
	5%	5%	3%	5%	**	-%	*%	-%	-%	-%	*%
Don't know	9	7	*	1	**	-	-	-	-	-	-
	1%	1%	*%	2%	**	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 67**

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

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE				LAST 12				BUNDLE	BUNDLE	STANDAL	STANDAL	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	MONTHS	PAYG	CON-TRACT	SWITCH RS	NON-SWITCH RS	ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
No, don't have a contract	452	143	90	157	62	18	434	213	239	37	330	111	10	**	203	231	37	**
	33%	48%	36%	32%	20%	19%	34%	28%	41%	28%	94%	11%	17%	**	29%	42%	30%	**
		bcd	d	d			e		gi		k				l	ln		
Within the next month	33	8	4	12	9	2	32	20	13	4	1	32	1	**	19	13	4	**
	2%	3%	2%	2%	3%	2%	3%	3%	2%	3%	1%	3%	2%	**	3%	2%	3%	**
												j						
In 1-3 months	52	11	7	18	16	6	46	37	16	4	1	50	4	**	32	14	4	**
	4%	4%	3%	4%	5%	6%	4%	5%	3%	3%	1%	5%	7%	**	5%	3%	3%	**
								h				j	o		o			
In 4-6 months	90	13	12	33	31	7	83	60	30	5	1	89	5	**	55	28	4	**
	7%	4%	5%	7%	10%	7%	7%	8%	5%	3%	1%	9%	9%	**	8%	5%	3%	**
					abc			hi				j			o			
In 7-12 months	249	38	42	96	73	18	232	158	91	26	3	246	12	**	146	86	23	**
	18%	13%	17%	19%	24%	19%	18%	20%	16%	20%	1%	25%	20%	**	21%	16%	19%	**
				a	abc			h				j			o			
In 13-18 months	161	22	25	67	47	14	147	100	61	23	2	159	10	**	90	57	21	**
	12%	7%	10%	13%	15%	15%	12%	13%	10%	17%	1%	16%	17%	**	13%	10%	17%	**
				a	ab					h		j	o					
In more than 18 months	149	20	27	56	46	13	136	100	49	26	*	148	9	**	91	45	23	**
	11%	7%	11%	11%	15%	14%	11%	13%	8%	20%	1%	15%	15%	**	13%	8%	19%	**
			a	a	ac			h		gh		j	o		o			
Not sure when contract runs out	139	36	37	49	18	14	125	71	68	4	4	134	7	**	65	61	4	**
	10%	12%	15%	10%	6%	15%	10%	9%	12%	3%	1%	14%	11%	**	9%	11%	3%	**
		d	cd	d		f		i	i			j						
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 67**

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

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHE RS	BUNDLE NON-SWIT CHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Don't know if I have a contract	27	9	4	10	3	2	25	12	16	3	8	16	1	**	10	15	2	**
	2%	3%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	**	1%	3%	1%	**
		d														n		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 67**

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

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
No, don't have a contract	452	61	158	133	59	100	42	135	153	165	240	212	89	115	87	161	205	248	385	67
	33%	26%	29%	34%	52%	56%	61%	26%	32%	46%	35%	31%	25%	27%	37%	48%	26%	44%	32%	40%
				ab	abc	abc	abc		g	gh	k				lm	lmn	p		r	
Within the next month	33	6	16	10	*	1	1	13	12	8	12	21	15	6	6	6	21	12	30	3
	2%	3%	3%	2%	*%	1%	1%	3%	3%	2%	2%	3%	4%	2%	3%	2%	3%	2%	3%	2%
		de	de	de							j		mo							
In 1-3 months	52	10	22	17	2	4	1	23	18	11	27	26	15	21	5	12	36	17	45	7
	4%	4%	4%	4%	2%	2%	2%	4%	4%	3%	4%	4%	4%	5%	2%	4%	5%	3%	4%	4%
				e										n			q			
In 4-6 months	90	19	39	27	5	5	*	39	32	18	42	48	27	30	13	19	58	32	79	10
	7%	8%	7%	7%	4%	3%	1%	8%	7%	5%	6%	7%	8%	7%	6%	6%	7%	6%	7%	6%
		def	ef	ef				i												
In 7-12 months	249	48	110	71	16	21	5	102	94	53	131	118	73	88	44	45	160	89	225	25
	18%	20%	20%	18%	14%	12%	7%	20%	20%	15%	19%	17%	20%	21%	19%	13%	20%	16%	19%	15%
		ef	def	ef	f			i	i				o	o	o		q			
In 13-18 months	161	31	78	44	6	8	2	73	66	23	78	83	50	56	26	29	106	56	141	21
	12%	13%	14%	11%	6%	5%	3%	14%	14%	6%	12%	12%	14%	13%	11%	9%	13%	10%	12%	12%
		def	def	def				i	i				o	o			q			
In more than 18 months	149	37	59	39	11	13	2	70	51	28	68	81	42	55	20	31	97	52	129	20
	11%	16%	11%	10%	10%	7%	3%	14%	11%	8%	10%	12%	12%	13%	9%	9%	12%	9%	11%	12%
		bcdef	f	f	f			i						n			q			
Not sure when contract runs out	139	24	56	39	10	20	10	55	44	40	68	71	37	48	28	27	85	54	126	13
	10%	10%	10%	10%	9%	11%	14%	11%	9%	11%	10%	11%	10%	11%	12%	8%	11%	10%	11%	8%
														o	o					

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 67**

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

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Don't know if I have a contract	27	1	9	9	3	7	5	7	7	13	11	16	9	8	3	7	17	10	26	1
	2%	1%	2%	2%	3%	4%	7%	1%	1%	4%	2%	2%	3%	2%	1%	2%	2%	2%	2%	1%
				a	a	ab	abcd			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 67**

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

**QM3b. Do you have a contract with (MOBILE PHONE NETWORK) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
No, don't have a contract	452	373	36	24	**	91	99	62	40	23	47
	33%	33%	32%	37%	**	26%	34% e	31%	28%	28%	44% efghi
Within the next month	33	28	5	1	**	10	5	2	5	3	1
	2%	2%	4%	1%	**	3%	2%	1%	3%	4%	1%
										g	
In 1-3 months	52	48	2	1	**	17	12	7	6	3	3
	4%	4%	2%	1%	**	5%	4%	3%	4%	4%	2%
In 4-6 months	90	74	8	5	**	30	17	16	9	6	6
	7%	6%	8%	8%	**	8%	6%	8%	7%	7%	5%
In 7-12 months	249	217	18	10	**	75	49	40	35	16	17
	18%	19%	16%	15%	**	21%	17%	20%	25% fj	20%	16%
In 13-18 months	161	133	14	8	**	54	33	28	15	12	8
	12%	12%	13%	11%	**	15% j	11%	14% j	11%	15% j	8%
In more than 18 months	149	125	13	10	**	43	37	21	17	9	10
	11%	11%	12%	15%	**	12%	13%	11%	12%	11%	10%
Not sure when contract runs out	139	114	13	6	**	36	32	18	12	8	11
	10%	10%	12%	9%	**	10%	11%	9%	8%	10%	11%
Don't know if I have a contract	27	24	2	1	**	2	6	5	2	2	3
	2%	2%	2%	2%	**	1%	2%	3% e	1%	2%	3% e

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 68**

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

**QM2a. Which of these best describes the (MAIN) mobile phone package you use?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 68**

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

**QM2a. Which of these best describes the (MAIN) mobile phone package you use?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2107	352	734	659	227	362	135	736	711	660	1028	1079	467	681	460	499	1148	959	1843	264
Effective Weighted Sample	1987	340	711	631	222	354	132	711	676	633	972	1018	455	652	449	477	1093	899	1739	248
Total	1261	233	509	355	101	163	62	498	441	322	637	624	337	387	215	323	723	537	1105	155
Monthly contract/ postpay	893	174	394	257	47	68	21	378	341	175	440	453	278	299	146	170	578	316	789	105
	71%	75%	77%	72%	47%	42%	34%	76%	77%	54%	69%	73%	83%	77%	68%	53%	80%	59%	71%	67%
		def	cdef	def	f			i	i				mno	no	o		q			
Pay as you go/ prepay	351	57	110	92	52	92	40	115	94	141	190	161	53	81	66	150	134	216	302	49
	28%	24%	22%	26%	51%	56%	65%	23%	21%	44%	30%	26%	16%	21%	31%	46%	19%	40%	27%	31%
					abc	abc	abcd			gh	k			l	lm	lmn	p			
Other	13	2	5	5	2	2	-	3	6	4	6	7	5	5	2	1	10	3	11	2
	1%	1%	1%	1%	2%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
													o	o						
Don't know	4	1	1	1	-	1	1	2	*	2	1	3	*	1	-	2	1	2	4	-
	*%	*%	*%	*%	-%	1%	2%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	-%
							bcd													

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 68**

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

**QM2a. Which of these best describes the (MAIN) mobile phone package you use?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	~i	j
Unweighted total	2107	1755	173	110	69	567	482	329	224	79	186
Effective Weighted Sample	1987	1655	164	104	65	537	456	309	212	74	175
Total	1261	1054	104	63	39	344	291	196	140	47	105
Monthly contract/ postpay	893	753	77	43	**	268	209	144	111	**	61
	71%	71%	74%	69%	**	78% fj	72% j	73% j	79% fj	**	58%
Pay as you go/ prepay	351	287	24	20	**	72	78	49	28	**	44
	28%	27%	23%	31%	**	21%	27% eh	25%	20%	**	42% efgh
Other	13	11	2	-	**	4	2	2	1	**	-
	1%	1%	2%	-%	**	1%	1%	1%	-%	**	-%
Don't know	4	4	-	-	**	-	*	1	1	**	-
	-%	-%	-%	-%	**	-%	-%	-%	1%	**	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 69**

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

**QM28. Which of these options best describes how you pay for your mobile use - so for calls, texts and mobile data?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile prepay phone, not in a bundle of services, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE	BUNDLE	STANDAL	ONE	SINGLE	MULTIPLE
	Total												RS	NON-SWIT	ONE	NON		
		a	b	c	~d	~e	f	g	h	~i	j	~k	~l	~m	n	o	~p	~q
Significance Level: 95%																		
Unweighted total	618	212	132	206	68	-	618	270	348	49	618	-	-	-	270	348	49	-
Effective Weighted Sample	579	199	123	194	65	-	579	253	326	47	579	-	-	-	253	326	47	-
Total	351	114	72	123	42	-	351	159	191	30	351	-	-	-	159	191	30	-
I never pay up-front for an allowance/ bundle of calls, texts or date (i.e. never buy an add-on/ bolt-on)	139 40%	50 44%	25 35%	52 42%	** **	** **	139 40%	53 33%	86 45% g	** **	139 40%	** **	** **	** **	53 33%	86 45% n	** **	** **
I sometimes pay up-front for an allowance/ bundle of calls, texts or date (i.e. sometimes buy an add-on/ bolt-on)	48 14%	16 14%	9 13%	16 13%	** **	** **	48 14%	29 18% h	19 10%	** **	48 14%	** **	** **	** **	29 18% o	19 10%	** **	** **
I always pay up-front for an allowance/ bundle of calls, texts or date (i.e. always buy an add-on/ bolt-on)	143 41%	40 35%	32 45%	49 40%	** **	** **	143 41%	66 42%	76 40%	** **	143 41%	** **	** **	** **	66 42%	76 40%	** **	** **
Don't know	21 6%	8 7%	5 7%	6 5%	** **	** **	21 6%	11 7%	10 5%	** **	21 6%	** **	** **	** **	11 7%	10 5%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 69**

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

**QM28. Which of these options best describes how you pay for your mobile use - so for calls, texts and mobile data?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile prepay phone, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB ~l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	618	85	157	172	116	204	88	169	151	298	323	295	83	153	146	236	236	382	529	89
Effective Weighted Sample	579	82	152	165	114	199	86	163	144	287	304	276	80	145	142	224	224	356	496	83
Total	351	57	110	92	52	92	40	115	94	141	190	161	53	81	66	150	134	216	302	49
I never pay up-front for an allowance/ bundle of calls, texts or date (i.e. never buy an add-on/ bolt-on)	139 40%	** **	34 31%	42 45% b	24 46% b	42 46% b	** **	42 36%	31 33%	66 47% gh	78 41%	61 38%	** **	41 51% o	27 40%	53 35%	59 44%	80 37%	115 38%	** **
I sometimes pay up-front for an allowance/ bundle of calls, texts or date (i.e. sometimes buy an add-on/ bolt-on)	48 14%	** **	22 20% cde	9 10% d	1 2%	6 6%	** **	29 25% hi	10 10%	10 7%	24 13%	25 15%	** **	7 8%	9 13%	28 18% m	12 9%	36 17% p	46 15%	** **
I always pay up-front for an allowance/ bundle of calls, texts or date (i.e. always buy an add-on/ bolt-on)	143 41%	** **	48 44%	35 38%	22 42%	34 38%	** **	43 38%	46 49% gi	53 38%	79 42%	64 39%	** **	31 39%	26 39%	60 40%	56 42%	86 40%	122 40%	** **
Don't know	21 6%	** **	6 5%	6 6%	5 9%	9 10%	** **	1 1%	7 8%	12 9% g	9 5%	12 7%	** **	2 3%	5 8%	9 6%	7 5%	14 7%	19 6%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 69**

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

**QM28. Which of these options best describes how you pay for your mobile use - so for calls, texts and mobile data?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile prepay phone, not in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	618	502	44	37	35	128	137	88	43	26	83
Effective Weighted Sample	579	470	42	35	33	120	129	82	41	25	78
Total	351	287	24	20	19	72	78	49	28	15	44
I never pay up-front for an allowance/ bundle of calls, texts or date (i.e. never buy an add-on/ bolt-on)	139 40%	113 39%	**	**	**	31 43%	28 36%	**	**	**	**
I sometimes pay up-front for an allowance/ bundle of calls, texts or date (i.e. sometimes buy an add-on/ bolt-on)	48 14%	40 14%	**	**	**	11 15%	8 10%	**	**	**	**
I always pay up-front for an allowance/ bundle of calls, texts or date (i.e. always buy an add-on/ bolt-on)	143 41%	116 40%	**	**	**	28 38%	38 49%	**	**	**	**
Don't know	21 6%	18 6%	**	**	**	2 3%	5 6%	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 70**

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

**QM2aa. When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card?**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
												BUNDLE		STANDAL				
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	SWITCHE RS	NON-SWIT CHERS	ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	~j	k	~l	~m	n	o	p	~q
Unweighted total	1460	271	263	551	375	-	1460	875	585	136	-	1460	-	-	875	585	126	10
Effective Weighted Sample	1383	256	248	523	357	-	1383	830	553	129	-	1383	-	-	830	553	119	10
Total	893	163	160	337	234	-	893	543	350	83	-	893	-	-	543	350	78	5
Handset and contract	692	116	125	268	183	**	692	425	267	58	**	692	**	**	425	267	55	**
	77%	71%	78%	80%	78%	**	77%	78%	76%	70%	**	77%	**	**	78%	76%	70%	**
				a	a			i										
SIM only	197	46	34	67	50	**	197	116	81	24	**	197	**	**	116	81	22	**
	22%	28%	21%	20%	22%	**	22%	21%	23%	29%	**	22%	**	**	21%	23%	29%	**
		c																
Don't know	4	1	*	2	1	**	4	2	2	1	**	4	**	**	2	2	1	**
	1%	1%	*%	1%	*%	**	1%	*%	1%	1%	**	1%	**	**	*%	1%	1%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 70**

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

**QM2aa. When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card?**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1460	264	569	476	106	151	45	560	550	350	694	766	376	516	309	259	892	568	1290	170
Effective Weighted Sample	1383	255	551	456	104	148	44	541	523	335	658	726	368	496	302	249	853	535	1222	161
Total	893	174	394	257	47	68	21	378	341	175	440	453	278	299	146	170	578	316	789	105
Handset and contract	692	136	313	197	33	45	**	299	274	118	334	357	206	235	114	137	440	251	608	84
	77%	78%	79%	77%	70%	67%	**	79%	80%	68%	76%	79%	74%	78%	78%	81%	76%	80%	77%	80%
		e	de	e				i	i											
SIM only	197	37	80	58	13	22	**	76	66	55	104	93	72	62	32	32	134	63	177	20
	22%	21%	20%	23%	28%	32%	**	20%	19%	31%	24%	21%	26%	21%	22%	19%	23%	20%	22%	19%
						abc				gh			o							
Don't know	4	1	1	2	1	1	**	2	1	2	2	3	1	3	-	1	3	1	4	1
	1%	*%	*%	1%	2%	1%	**	1%	*%	1%	*%	1%	*%	1%	-%	1%	1%	*%	*%	1%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 70**

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

**QM2aa. When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card?**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	j
Unweighted total	1460	1229	124	73	34	432	340	237	179	53	103
Effective Weighted Sample	1383	1164	118	69	32	411	323	224	169	49	98
Total	893	753	77	43	20	268	209	144	111	32	61
Handset and contract	692	577	60	**	**	217	164	115	84	**	48
	77%	77%	77%	**	**	81%	79%	80%	75%	**	78%
SIM only	197	172	17	**	**	50	42	29	27	**	13
	22%	23%	22%	**	**	19%	20%	20%	25%	**	21%
Don't know	4	3	1	**	**	*	3	-	1	**	*
	1%	*%	1%	**	**	*%	1%	-%	*%	**	1%

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 71**

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

**QM2ab. Are you still within your minimum contract period? IF NECESSARY - Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone service and handset. by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, who got a handset when they signed up to their current contract

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHES	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	~e	f	g	h	~i	~j	k	~l	~m	n	o	~p	~q
Unweighted total	1126	192	206	437	291	-	1126	679	447	95	-	1126	-	-	679	447	88	7
Effective Weighted Sample	1069	181	194	415	278	-	1069	646	424	90	-	1069	-	-	646	424	83	7
Total	692	116	125	268	183	-	692	425	267	58	-	692	-	-	425	267	55	4
Yes, still within contract period	601	91	104	240	167	**	601	381	220	**	**	601	**	**	381	220	**	**
	87%	79%	83%	90% ab	91% ab	**	87%	90% h	83%	**	**	87%	**	**	90% o	83%	**	**
No, I am out of my minimum contract period	68	18	16	20	14	**	68	29	38	**	**	68	**	**	29	38	**	**
	10%	16% cd	13% c	7%	7%	**	10%	7%	14% g	**	**	10%	**	**	7%	14% n	**	**
Don't know	23	7	6	8	2	**	23	14	8	**	**	23	**	**	14	8	**	**
	3%	6% d	5% d	3%	1%	**	3%	3%	3%	**	**	3%	**	**	3%	3%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 71**

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

**QM2ab. Are you still within your minimum contract period? IF NECESSARY - Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone service and handset. by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, who got a handset when they signed up to their current contract

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1126	207	455	364	74	100	26	447	445	234	525	601	277	398	241	210	675	451	989	137
Effective Weighted Sample	1069	200	440	349	72	98	25	432	423	224	499	571	272	383	236	202	648	425	939	130
Total	692	136	313	197	33	45	12	299	274	118	334	357	206	235	114	137	440	251	608	84
Yes, still within contract period	601	130	271	165	**	36	**	275	228	99	293	308	174	205	100	123	378	223	529	72
	87%	95%	87%	84%	**	78%	**	92%	83%	83%	88%	86%	84%	87%	88%	90%	86%	89%	87%	86%
		bce	e					hi												
No, I am out of my minimum contract period	68	3	31	26	**	7	**	15	37	15	31	37	25	22	10	10	47	20	59	9
	10%	3%	10%	13%	**	15%	**	5%	14%	13%	9%	10%	12%	9%	9%	8%	11%	8%	10%	10%
		a	a	a		a			g	g										
Don't know	23	3	11	6	**	3	**	9	9	5	11	12	7	8	4	4	15	8	19	3
	3%	2%	3%	3%	**	7%	**	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 71**

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

**QM2ab. Are you still within your minimum contract period? IF NECESSARY - Contract periods tend to run for 12, 18 or 24 months and this is agreed when you take out the contract for the mobile phone service and handset. by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, who got a handset when they signed up to their current contract

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i	~j
Unweighted total	1126	940	95	59	32	349	268	188	133	40	80
Effective Weighted Sample	1069	892	91	56	30	333	254	178	126	37	76
Total	692	577	60	35	19	217	164	115	84	25	48
Yes, still within contract period	601	500	**	**	**	195	141	95	76	**	**
	87%	87%	**	**	**	90%	86%	83%	92%	**	**
						g			g		
No, I am out of my minimum contract period	68	57	**	**	**	15	18	14	6	**	**
	10%	10%	**	**	**	7%	11%	12%	7%	**	**
						e		e			
Don't know	23	21	**	**	**	8	5	5	1	**	**
	3%	4%	**	**	**	3%	3%	4%	1%	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 72**

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

**QM2ac. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?  
by MOBILE CROSS-BREAKS**

Base : Those who got a handset with their current contract and are now out of their contract period

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE	
	Total																		
Significance Level: 95%		~a		~b	~c	~d	~e	f	~g	~h	~i	~j	k	~l	~m	~n	~o	~p	~q
Unweighted total	112	32		25	33	22	-	112	47	65	2	-	112	-	-	47	65	2	-
Effective Weighted Sample	106	30		24	32	21	-	106	44	62	2	-	106	-	-	44	62	2	-
Total	68	18		16	20	14	-	68	29	38	1	-	68	-	-	29	38	1	-
I am paying a similar monthly tariff compared to when I signed up	42 62%	**		**	**	**	**	42	**	**	**	**	42	**	**	**	**	**	**
		**		**	**	**	**	62%	**	**	**	**	62%	**	**	**	**	**	**
I am now on a SIM-only cheaper tariff	5 8%	**		**	**	**	**	5	**	**	**	**	5	**	**	**	**	**	**
		**		**	**	**	**	8%	**	**	**	**	8%	**	**	**	**	**	**
I am now on a cheaper tariff to when I signed up, but not SIM-only	12 17%	**		**	**	**	**	12	**	**	**	**	12	**	**	**	**	**	**
		**		**	**	**	**	17%	**	**	**	**	17%	**	**	**	**	**	**
I am now on a more expensive tariff compared to when I signed up	6 9%	**		**	**	**	**	6	**	**	**	**	6	**	**	**	**	**	**
		**		**	**	**	**	9%	**	**	**	**	9%	**	**	**	**	**	**
Don't know	3 4%	**		**	**	**	**	3	**	**	**	**	3	**	**	**	**	**	**
		**		**	**	**	**	4%	**	**	**	**	4%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 72**

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

**QM2ac. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?  
by MOBILE CROSS-BREAKS**

Base : Those who got a handset with their current contract and are now out of their contract period

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	112	6	44	47	11	15	4	23	60	29	50	62	35	40	21	16	75	37	98	14
Effective Weighted Sample	106	6	43	45	11	15	4	22	57	28	47	59	34	38	20	15	72	35	93	13
Total	68	3	31	26	5	7	2	15	37	15	31	37	25	22	10	10	47	20	59	9
I am paying a similar monthly tariff compared to when I signed up	42 62%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a SIM-only cheaper tariff	5 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper tariff to when I signed up, but not SIM-only	12 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive tariff compared to when I signed up	6 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 72**

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

**QM2ac. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?  
by MOBILE CROSS-BREAKS**

Base : Those who got a handset with their current contract and are now out of their contract period

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	112	94	11	4	3	25	31	22	10	3	7
Effective Weighted Sample	106	89	11	4	3	24	29	21	9	3	7
Total	68	57	7	2	2	15	18	14	6	2	4
I am paying a similar monthly tariff compared to when I signed up	42 62%	**	**	**	**	**	**	**	**	**	**
I am now on a SIM-only cheaper tariff	5 8%	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper tariff to when I signed up, but not SIM-only	12 17%	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive tariff compared to when I signed up	6 9%	**	**	**	**	**	**	**	**	**	**
Don't know	3 4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 73**

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

**QM2g. Have you or has (MOBILE PHONE NETWORK) made any of these changes to your mobile service in the last 12 months?  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE	STAND-		LAST			BUNDLE	BUNDLE	STAND	STAND			
	Total	INAC-	PASSIVE	INTER-	ENG-	BUNDLE	ALONE	EVER	NEVER	12	PAYG	CON-	SWITCHE	NON-SWIT	ONE	ONE		
		TIVE		ESTED	AGED					MONTHS		TRACT	RS	CHERS	SWITCHE	NON	MULTIPLE	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	~q
Unweighted total	1631	307	293	607	424	171	1460	988	643	166	-	1631	113	58	875	585	148	18
Effective Weighted Sample	1542	289	276	574	403	161	1383	935	607	157	-	1542	107	54	830	553	140	17
Total	986	181	177	366	262	93	893	604	382	100	-	986	61	32	543	350	90	9
Received a discount for your mobile service	110	8	6	36	59	9	101	70	40	10	**	110	8	**	62	38	8	**
	11%	5%	4%	10% ab	23% abc	10%	11%	12%	10%	10%	**	11%	13%	**	11%	11%	9%	**
Added extra or improved services for your mobile service	140	14	15	43	68	13	128	87	53	12	**	140	9	**	79	49	11	**
	14%	8%	9%	12%	26% abc	14%	14%	14%	14%	12%	**	14%	14%	**	15%	14%	12%	**
Reduced or downgraded services for your mobile service	22	2	1	7	12	2	19	13	9	1	**	22	2	**	11	8	1	**
	2%	1%	1%	2%	4% abc	3%	2%	2%	2%	1%	**	2%	3%	**	2%	2%	1%	**
ANY OF THESE CHANGES	244	23	18	79	123	23	221	150	93	20	**	244	18	**	133	88	18	**
	25%	13%	10%	22% ab	47% abc	24%	25%	25%	24%	21%	**	25%	29%	**	24%	25%	20%	**
None of these	743	158	159	287	140	70	672	454	289	79	**	743	44	**	410	262	72	**
	75%	87% cd	90% cd	78% d	53%	76%	75%	75%	76%	79%	**	75%	71%	**	76%	75%	80%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 73**

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

**QM2g. Have you or has (MOBILE PHONE NETWORK) made any of these changes to your mobile service in the last 12 months?  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1631	272	624	546	129	189	60	590	613	428	764	867	407	592	347	285	999	632	1440	191
Effective Weighted Sample	1542	263	604	523	126	185	59	570	582	410	724	820	398	568	340	273	953	596	1361	181
Total	986	179	431	292	58	85	27	398	377	211	481	506	299	340	163	185	638	348	869	117
Received a discount for your mobile service	110	22	47	32	7	8	**	45	41	23	60	50	35	39	16	20	74	36	99	11
	11%	12%	11%	11%	12%	10%	**	11%	11%	11%	12%	10%	12%	12%	10%	11%	12%	10%	11%	10%
Added extra or improved services for your mobile service	140	25	61	42	9	12	**	54	57	29	73	68	48	49	25	18	97	43	123	17
	14%	14%	14%	14%	16%	14%	**	14%	15%	14%	15%	13%	16% o	14% o	16% o	9%	15%	12%	14%	15%
Reduced or downgraded services for your mobile service	22	2	11	4	3	4	**	8	8	6	8	13	9	7	4	2	16	5	21	1
	2%	1%	3%	1%	6% ac	5% ac	**	2%	2%	3%	2%	3%	3%	2%	2%	1%	3%	2%	2%	1%
ANY OF THESE CHANGES	244	43	107	72	16	21	**	97	94	53	124	119	80	85	41	38	165	79	215	28
	25%	24%	25%	25%	28%	25%	**	24%	25%	25%	26%	24%	27%	25%	25%	21%	26%	23%	25%	24%
None of these	743	136	324	219	41	64	**	301	283	158	356	387	219	255	122	147	474	269	654	89
	75%	76%	75%	75%	72%	75%	**	76%	75%	75%	74%	76%	73%	75%	75%	79%	74%	77%	75%	76%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 73**

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

**QM2g. Have you or has (MOBILE PHONE NETWORK) made any of these changes to your mobile service in the last 12 months?  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j
Unweighted total	1631	1378	138	80	35	456	341	243	180	119	104
Effective Weighted Sample	1542	1303	131	76	33	434	324	230	170	111	99
Total	986	833	85	47	21	281	210	147	112	68	62
Received a discount for your mobile service	110	89	11	**	**	32	17	22	13	10	4
	11%	11%	13%	**	**	11%	8%	15% fj	11%	15% f	7%
Added extra or improved services for your mobile service	140	123	6	**	**	53	25	25	11	9	6
	14%	15% b	7%	**	**	19% fhj	12%	17% h	10%	13%	9%
Reduced or downgraded services for your mobile service	22	16	3	**	**	8	1	7	1	2	-
	2%	2%	4%	**	**	3% f	1%	5% fhj	1%	2%	-%
ANY OF THESE CHANGES	244	207	17	**	**	83	42	46	21	18	10
	25%	25%	20%	**	**	30% fhj	20%	31% fhj	19%	26%	16%
None of these	743	626	68	**	**	198	168	101	91	50	52
	75%	75%	80%	**	**	70%	80% eg	69%	81% eg	74%	84% eg
Columns Tested: a,b,c,d - e,f,g,h,i,j											

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 74**

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

**QM2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CONTRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	~q
Unweighted total	1631	307	293	607	424	171	1460	988	643	166	-	1631	113	58	875	585	148	18
Effective Weighted Sample	1542	289	276	574	403	161	1383	935	607	157	-	1542	107	54	830	553	140	17
Total	986	181	177	366	262	93	893	604	382	100	-	986	61	32	543	350	90	9
Received a discount for your mobile service	67 7%	1 *%	1 *%	18 5% ab	48 18% abc	6 7%	61 7%	43 7%	24 6%	6 6%	** **	67 7%	5 8%	** **	38 7%	23 7%	4 5%	** **
Added extra or improved services for your mobile service	64 6%	- -%	* *%	17 5% ab	47 18% abc	6 6%	58 7%	37 6%	27 7%	7 7%	** **	64 6%	4 6%	** **	33 6%	25 7%	6 6%	** **
Reduced or downgraded services for your mobile service	13 1%	- -%	- -%	4 1%	9 3% abc	1 1%	12 1%	7 1%	6 2%	1 1%	** **	13 1%	1 1%	** **	6 1%	6 2%	1 1%	** **
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	130 13%	1 *%	1 1%	36 10% ab	93 35% abc	12 13%	118 13%	77 13%	53 14%	11 11%	** **	130 13%	9 15%	** **	68 12%	51 14%	9 10%	** **
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	856 87%	180 100% cd	176 99% cd	331 90% d	169 65%	81 87%	775 87%	528 87%	329 86%	89 89%	** **	856 87%	52 85%	** **	476 88%	300 86%	81 90%	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 74**

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

**QM2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1631	272	624	546	129	189	60	590	613	428	764	867	407	592	347	285	999	632	1440	191
Effective Weighted Sample	1542	263	604	523	126	185	59	570	582	410	724	820	398	568	340	273	953	596	1361	181
Total	986	179	431	292	58	85	27	398	377	211	481	506	299	340	163	185	638	348	869	117
Received a discount for your mobile service	67 7%	6 3%	34 8% a	22 8% a	4 7%	5 6%	** **	24 6%	28 7%	15 7%	35 7%	32 6%	24 8%	22 7%	12 7%	9 5%	46 7%	21 6%	58 7%	9 8%
Added extra or improved services for your mobile service	64 6%	7 4%	31 7%	19 7%	5 9%	6 7%	** **	22 5%	31 8%	12 6%	32 7%	32 6%	23 8% o	24 7% o	11 7% o	5 3%	47 7% q	17 5%	56 6%	8 7%
Reduced or downgraded services for your mobile service	13 1%	1 1%	5 1%	3 1%	2 4% abc	3 4% abc	** **	4 1%	4 1%	4 2%	5 1%	8 2%	7 2%	4 1%	1 1%	2 1%	10 2%	3 1%	13 1%	* *%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	130 13%	14 8%	65 15% a	40 14% a	9 16% a	12 14% a	** **	48 12%	54 14%	28 13%	66 14%	64 13%	45 15% o	46 14% o	23 14% o	16 9%	91 14%	39 11%	113 13%	17 14%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	856 87% bode	165 92% bode	366 85%	252 86%	48 84%	73 86%	** **	350 88%	323 86%	183 87%	415 86%	441 87%	254 85%	293 86%	140 86%	169 91% lmn	547 86%	309 89%	756 87%	100 86%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 74**

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

**QM2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j
Unweighted total	1631	1378	138	80	35	456	341	243	180	119	104
Effective Weighted Sample	1542	1303	131	76	33	434	324	230	170	111	99
Total	986	833	85	47	21	281	210	147	112	68	62
Received a discount for your mobile service	67	56	8	**	**	17	10	17	8	5	3
	7%	7%	9%	**	**	6%	5%	11% ef	7%	7%	5%
Added extra or improved services for your mobile service	64	57	4	**	**	21	15	11	5	3	4
	6%	7%	4%	**	**	8%	7%	8%	4%	5%	7%
Reduced or downgraded services for your mobile service	13	10	3	**	**	5	1	5	1	1	-
	1%	1%	4% a	**	**	2%	*%	4% f	1%	2%	-%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	130	110	12	**	**	41	25	27	11	8	7
	13%	13%	14%	**	**	14%	12%	18% fh	10%	11%	12%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	856	723	73	**	**	241	185	120	101	60	54
	87%	87%	86%	**	**	86%	88% g	82%	90% g	89%	88%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 75**

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

**QM2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	~j	k	l	~m	n	o	p	~q
Significance Level: 95%																		
Unweighted total	1631	307	293	607	424	171	1460	988	643	166	-	1631	113	58	875	585	148	18
Effective Weighted Sample	1542	289	276	574	403	161	1383	935	607	157	-	1542	107	54	830	553	140	17
Total	986	181	177	366	262	93	893	604	382	100	-	986	61	32	543	350	90	9
Received a discount for your mobile service	43 4%	8 4%	6 3%	18 5%	12 4%	3 3%	40 4%	27 5%	16 4%	4 4%	** **	43 4%	3 4%	** **	25 5%	15 4%	4 4%	** **
Added extra or improved services for your mobile service	76 8%	14 8%	15 8%	26 7%	21 8%	7 8%	69 8%	51 8%	26 7%	5 5%	** **	76 8%	5 8%	** **	46 8%	23 7%	5 5%	** **
Reduced or downgraded services for your mobile service	9 1%	2 1%	1 1%	3 1%	3 1%	1 1%	8 1%	6 1%	3 1%	* *%	** **	9 1%	1 2%	** **	5 1%	3 1%	* 1%	** **
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	116 12%	23 13%	17 10%	44 12%	33 12%	11 12%	106 12%	76 13%	40 11%	10 10%	** **	116 12%	9 14%	** **	67 12%	38 11%	9 10%	** **
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	870 88%	158 87%	160 90%	322 88%	229 88%	82 88%	788 88%	528 87%	341 89%	90 90%	** **	870 88%	53 86%	** **	476 88%	312 89%	81 90%	** **
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 75**

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

**QM2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1631	272	624	546	129	189	60	590	613	428	764	867	407	592	347	285	999	632	1440	191
Effective Weighted Sample	1542	263	604	523	126	185	59	570	582	410	724	820	398	568	340	273	953	596	1361	181
Total	986	179	431	292	58	85	27	398	377	211	481	506	299	340	163	185	638	348	869	117
Received a discount for your mobile service	43 4%	16 9%	13 3%	10 4%	3 4%	3 4%	** **	21 5%	13 4%	9 4%	25 5%	18 4%	10 3%	17 5%	4 2%	11 6%	28 4%	16 4%	41 5%	2 2%
		bce														n				
Added extra or improved services for your mobile service	76 8%	18 10%	30 7%	23 8%	4 8%	6 7%	** **	32 8%	27 7%	17 8%	41 8%	36 7%	25 8%	25 7%	14 9%	12 7%	50 8%	26 7%	67 8%	9 8%
Reduced or downgraded services for your mobile service	9 1%	1 *%	6 1%	1 *%	1 2%	1 1%	** **	4 1%	3 1%	1 1%	3 1%	6 1%	2 1%	4 1%	3 2%	- -%	6 1%	3 1%	8 1%	1 *%
			c		c										o					
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	116 12%	29 16%	44 10%	33 11%	8 13%	10 12%	** **	51 13%	40 10%	26 12%	60 13%	56 11%	35 12%	40 12%	19 12%	22 12%	76 12%	41 12%	105 12%	12 10%
		bc																		
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	870 88%	150 84%	386 90%	259 89%	50 87%	75 88%	** **	347 87%	338 90%	185 88%	420 87%	450 89%	264 88%	299 88%	144 88%	163 88%	563 88%	307 88%	765 88%	105 90%
			a	a																

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 75**

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

**QM2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those who have a monthly contract/ postpay mobile phone package

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	~c	~d	e	f	g	h	i	j
Unweighted total	1631	1378	138	80	35	456	341	243	180	119	104
Effective Weighted Sample	1542	1303	131	76	33	434	324	230	170	111	99
Total	986	833	85	47	21	281	210	147	112	68	62
Received a discount for your mobile service	43 4%	34 4%	3 4%	** **	** **	15 5%	7 3%	6 4%	5 4%	6 8% f	2 2%
Added extra or improved services for your mobile service	76 8%	67 8% b	2 2%	** **	** **	31 11% fj	10 5%	14 9% fj	7 6%	6 9% j	1 2%
Reduced or downgraded services for your mobile service	9 1%	7 1%	- -%	** **	** **	4 1%	1 *%	2 1%	- -%	* 1%	- -%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	116 12%	99 12% b	5 6%	** **	** **	43 15% fhj	18 8%	20 14% fj	10 9%	10 15% j	3 5%
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	870 88%	734 88%	80 94% a	** **	** **	238 85%	192 92% eg	127 86%	102 91% e	58 85%	59 95% egi

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 76**

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

**QM2h. Thinking specifically about receiving a discount for your mobile service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **MOBILE CROSS-BREAKS**

Base : Those who have received a discount for their mobile service in the last 12 months

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CONTRACT	BUNDLE SWITCHES RS	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES RS	STANDAL ONE NON SWITCHES RS	SINGLE	MULTIPLE
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED													
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	~h	~i	~j	k	~l	~m	~n	~o	~p	~q
Unweighted total	177	13	10	60	94	18	159	112	65	16	-	177	15	3	97	62	13	3
Effective Weighted Sample	168	12	9	56	90	17	151	106	62	15	-	168	14	3	93	59	12	3
Total	110	8	6	36	59	9	101	70	40	10	-	110	8	1	62	38	8	2
I contacted my provider to make this change	63	**	**	**	**	**	58	41	**	**	**	63	**	**	**	**	**	**
	57%	**	**	**	**	**	57%	59%	**	**	**	57%	**	**	**	**	**	**
My provider contacted me	43	**	**	**	**	**	40	27	**	**	**	43	**	**	**	**	**	**
	39%	**	**	**	**	**	40%	39%	**	**	**	39%	**	**	**	**	**	**
Don't know/ can't remember	4	**	**	**	**	**	3	1	**	**	**	4	**	**	**	**	**	**
	3%	**	**	**	**	**	3%	2%	**	**	**	3%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 76**

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

**QM2h. Thinking specifically about receiving a discount for your mobile service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **MOBILE CROSS-BREAKS**

Base : Those who have received a discount for their mobile service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	177	33	67	58	15	19	4	66	64	47	92	85	46	68	32	31	114	63	160	17
Effective Weighted Sample	168	32	65	55	15	19	4	64	61	45	88	81	45	65	31	30	109	59	152	16
Total	110	22	47	32	7	8	2	45	41	23	60	50	35	39	16	20	74	36	99	11
I contacted my provider to make this change	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45	**	55	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	60%	**	55%	**
My provider contacted me	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**	41	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	**	41%	**
Don't know/ can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 76**

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

**QM2h. Thinking specifically about receiving a discount for your mobile service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?  
by MOBILE CROSS-BREAKS**

Base : Those who have received a discount for their mobile service in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	177	143	17	17	-	50	25	35	20	18	7
Effective Weighted Sample	168	136	16	16	-	48	24	33	20	17	7
Total	110	89	11	10	-	32	17	22	13	10	4
I contacted my provider to make this change	63	52	**	**	**	**	**	**	**	**	**
	57%	58%	**	**	**	**	**	**	**	**	**
My provider contacted me	43	34	**	**	**	**	**	**	**	**	**
	39%	38%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	4	4	**	**	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 77**

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

**QM2i. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have received a discount for their mobile service in the last 12 months

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON- TRACT	BUNDLE SWITCHE RS	BUNDLE NON-SWIT CHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	~h	~i	~j	k	~l	~m	~n	~o	~p	~q
Unweighted total	177	13	10	60	94	18	159	112	65	16	-	177	15	3	97	62	13	3
Effective Weighted Sample	168	12	9	56	90	17	151	106	62	15	-	168	14	3	93	59	12	3
Total	110	8	6	36	59	9	101	70	40	10	-	110	8	1	62	38	8	2
Yes	74	**	**	**	**	**	69	46	**	**	**	74	**	**	**	**	**	**
	67%	**	**	**	**	**	69%	66%	**	**	**	67%	**	**	**	**	**	**
No	34	**	**	**	**	**	29	22	**	**	**	34	**	**	**	**	**	**
	31%	**	**	**	**	**	29%	31%	**	**	**	31%	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	2	2	**	**	**	3	**	**	**	**	**	**
	3%	**	**	**	**	**	2%	3%	**	**	**	3%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 77**

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

**QM2i. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have received a discount for their mobile service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	177	33	67	58	15	19	4	66	64	47	92	85	46	68	32	31	114	63	160	17
Effective Weighted Sample	168	32	65	55	15	19	4	64	61	45	88	81	45	65	31	30	109	59	152	16
Total	110	22	47	32	7	8	2	45	41	23	60	50	35	39	16	20	74	36	99	11
Yes	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51	**	68	**
	67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69%	**	68%	**
No	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21	**	29	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**	29%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 77**

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

**QM2i. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have received a discount for their mobile service in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	177	143	17	17	-	50	25	35	20	18	7
Effective Weighted Sample	168	136	16	16	-	48	24	33	20	17	7
Total	110	89	11	10	-	32	17	22	13	10	4
Yes	74	60	**	**	**	**	**	**	**	**	**
	67%	67%	**	**	**	**	**	**	**	**	**
No	34	28	**	**	**	**	**	**	**	**	**
	31%	32%	**	**	**	**	**	**	**	**	**
Don't know	3	1	**	**	**	**	**	**	**	**	**
	3%	1%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 78**

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

**QM2j. Thinking specifically about adding extra or improved services for your mobile service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **MOBILE CROSS-BREAKS**

Base : Those who have added extra or improved services for their mobile service in the last 12 months

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH	
</																	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 78**

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

**QM2j. Thinking specifically about adding extra or improved services for your mobile service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **MOBILE CROSS-BREAKS**

Base : Those who have added extra or improved services for their mobile service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	233	38	92	77	21	26	5	83	92	58	118	115	66	86	53	28	152	81	203	30
Effective Weighted Sample	221	37	89	73	21	26	5	80	87	55	112	109	65	83	52	27	145	77	192	28
Total	140	25	61	42	9	12	2	54	57	29	73	68	48	49	25	18	97	43	123	17
I contacted my provider to make this change	62	**	**	**	**	**	**	**	**	**	32	30	**	**	**	**	46	**	55	**
	45%	**	**	**	**	**	**	**	**	**	44%	45%	**	**	**	**	48%	**	45%	**
My provider contacted me	76	**	**	**	**	**	**	**	**	**	41	36	**	**	**	**	50	**	67	**
	54%	**	**	**	**	**	**	**	**	**	56%	53%	**	**	**	**	52%	**	54%	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	-	1	**	**	**	**	1	**	1	**
	1%	**	**	**	**	**	**	**	**	**	-%	2%	**	**	**	**	1%	**	1%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 78**

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

**QM2]. Thinking specifically about adding extra or improved services for your mobile service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?  
by MOBILE CROSS-BREAKS**

Base : Those who have added extra or improved services for their mobile service in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	233	205	9	15	4	85	41	40	18	16	10
Effective Weighted Sample	221	194	9	14	4	81	39	38	17	15	9
Total	140	123	6	9	2	53	25	25	11	9	6
I contacted my provider to make this change	62	55	**	**	**	**	**	**	**	**	**
	45%	45%	**	**	**	**	**	**	**	**	**
My provider contacted me	76	67	**	**	**	**	**	**	**	**	**
	54%	54%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	1	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 79**

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

**QM2k. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have added extra or improved services for their mobile service in the last 12 months

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHES RS	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES RS	STANDAL ONE NON SWITCHES RS	SINGLE	MULTIPLE
	Total																	
Significance Level: 95%		~a	~b	~c	d	~e	f	g	~h	~i	~j	k	~l	~m	n	~o	~p	~q
Unweighted total	233	24	26	73	110	24	209	144	89	19	-	233	16	8	128	81	17	2
Effective Weighted Sample	221	22	25	69	105	23	199	137	84	18	-	221	15	7	122	76	16	2
Total	140	14	15	43	68	13	128	87	53	12	-	140	9	4	79	49	11	1
Yes	61	**	**	**	35	**	58	35	**	**	**	61	**	**	33	**	**	**
	44%	**	**	**	52%	**	45%	40%	**	**	**	44%	**	**	42%	**	**	**
No	76	**	**	**	32	**	67	49	**	**	**	76	**	**	44	**	**	**
	54%	**	**	**	47%	**	53%	56%	**	**	**	54%	**	**	55%	**	**	**
Don't know	3	**	**	**	1	**	2	3	**	**	**	3	**	**	2	**	**	**
	2%	**	**	**	2%	**	2%	4%	**	**	**	2%	**	**	3%	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 79**

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

**QM2k. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have added extra or improved services for their mobile service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	233	38	92	77	21	26	5	83	92	58	118	115	66	86	53	28	152	81	203	30
Effective Weighted Sample	221	37	89	73	21	26	5	80	87	55	112	109	65	83	52	27	145	77	192	28
Total	140	25	61	42	9	12	2	54	57	29	73	68	48	49	25	18	97	43	123	17
Yes	61	**	**	**	**	**	**	**	**	**	36	25	**	**	**	**	45	**	56	**
	44%	**	**	**	**	**	**	**	**	**	50%	37%	**	**	**	**	47%	**	45%	**
No	76	**	**	**	**	**	**	**	**	**	36	40	**	**	**	**	49	**	64	**
	54%	**	**	**	**	**	**	**	**	**	49%	59%	**	**	**	**	50%	**	52%	**
Don't know	3	**	**	**	**	**	**	**	**	**	*	3	**	**	**	**	3	**	3	**
	2%	**	**	**	**	**	**	**	**	**	1%	4%	**	**	**	**	3%	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 79**

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

**QM2k. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have added extra or improved services for their mobile service in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	233	205	9	15	4	85	41	40	18	16	10
Effective Weighted Sample	221	194	9	14	4	81	39	38	17	15	9
Total	140	123	6	9	2	53	25	25	11	9	6
Yes	61	52	**	**	**	**	**	**	**	**	**
	44%	42%	**	**	**	**	**	**	**	**	**
No	76	69	**	**	**	**	**	**	**	**	**
	54%	56%	**	**	**	**	**	**	**	**	**
Don't know	3	2	**	**	**	**	**	**	**	**	**
	2%	1%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 80**

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

**QM21. Thinking specifically about reducing or downgrading services for your mobile service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by **MOBILE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their mobile service in the last 12 months

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE			LAST				BUNDLE	BUNDLE	STANDAL	STANDAL		
	Total	INAC-	PASSIVE	INTER-	ENG-	BUNDLE	STAND-	EVER	NEVER	12	PAYG	CON-	SWITCHE	NON-SWIT	SWITCHE	SWITCHE	SINGLE	MULTIPLE
		TIVE		ESTED	AGED	ALONE				MONTHS		TRACT	RS	CHERS	RS	RS		
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q
Unweighted total	36	4	2	12	18	5	31	21	15	2	-	36	4	1	17	14	2	-
Effective Weighted Sample	34	4	2	11	17	5	29	20	14	2	-	34	4	1	16	13	2	-
Total	22	2	1	7	12	2	19	13	9	1	-	22	2	*	11	8	1	-
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provided contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 80**

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

**QM21. Thinking specifically about reducing or downgrading services for your mobile service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?  
by MOBILE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their mobile service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	36	3	17	7	7	9	2	12	12	12	12	24	13	13	8	2	26	10	34	2
Effective Weighted Sample	34	3	17	7	7	9	2	12	12	11	12	23	13	12	8	2	25	9	32	2
Total	22	2	11	4	3	4	1	8	8	6	8	13	9	7	4	2	16	5	21	1
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 80**

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

**QM21. Thinking specifically about reducing or downgrading services for your mobile service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?  
by MOBILE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their mobile service in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	36	27	6	3	-	13	2	12	2	4	-
Effective Weighted Sample	34	25	6	3	-	12	2	11	2	4	-
Total	22	16	3	2	-	8	1	7	1	2	-
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 81**

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

**QM2m. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their mobile service in the last 12 months

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHES RS	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES RS	ONE NON SWITCHES RS	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q
Unweighted total	36	4	2	12	18	5	31	21	15	2	-	36	4	1	17	14	2	-
Effective Weighted Sample	34	4	2	11	17	5	29	20	14	2	-	34	4	1	16	13	2	-
Total	22	2	1	7	12	2	19	13	9	1	-	22	2	*	11	8	1	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 81**

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

**QM2m. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their mobile service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	36	3	17	7	7	9	2	12	12	12	12	24	13	13	8	2	26	10	34	2
Effective Weighted Sample	34	3	17	7	7	9	2	12	12	11	12	23	13	12	8	2	25	9	32	2
Total	22	2	11	4	3	4	1	8	8	6	8	13	9	7	4	2	16	5	21	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 81**

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

**QM2m. Did you extend or renew your contract with (MOBILE PHONE NETWORK) when this change was made?  
by MOBILE CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their mobile service in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	36	27	6	3	-	13	2	12	2	4	-
Effective Weighted Sample	34	25	6	3	-	12	2	11	2	4	-
Total	22	16	3	2	-	8	1	7	1	2	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 82**

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

**ANY CHANGES TO MOBILE SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHES RS	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES RS	STANDAL ONE NON SWITCHES RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
RECEIVED DISCOUNT	63 5%	- -%	- -%	16 3% ab	48 16% abc	6 6%	58 5%	41 5%	22 4%	6 4%	- -%	63 6% j	5 8% o	** **	36 5%	21 4%	4 4%	** **
ADDED EXTRA OR IMPROVED SERVICES	62 5%	- -%	- -%	17 3% ab	46 15% abc	5 5%	57 5%	36 5%	27 5%	7 5%	- -%	62 6% j	3 5%	** **	32 5%	25 5%	6 5%	** **
REDUCED OR DOWNGRADED SERVICE	13 1%	- -%	- -%	4 1% a	9 3% abc	1 1%	12 1%	7 1%	6 1%	1 1%	- -%	13 1% j	1 1%	** **	6 1%	6 1%	1 1%	** **
ANY OF THESE	125 9%	- -%	- -%	33 7% ab	92 30% abc	11 11%	115 9%	74 10%	51 9%	11 8%	- -%	125 13% j	8 14%	** **	66 9%	49 9%	9 7%	** **
NONE OF THESE	1228 91%	301 100% cd	249 100% cd	466 93% d	213 70%	82 89%	1146 91%	697 90%	531 91%	120 92%	351 100% k	861 87%	53 86%	** **	644 91%	502 91%	113 93%	** **
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 82**

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

**ANY CHANGES TO MOBILE SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
RECEIVED DISCOUNT	63	5	33	21	4	5	1	23	26	14	33	30	24	20	11	8	45	19	55	8
	5%	2%	6%	5%	3%	3%	1%	5%	5%	4%	5%	4%	7%	5%	5%	2%	6%	3%	5%	5%
			aef	aef									o	o			q			
ADDED EXTRA OR IMPROVED SERVICES	62	7	30	19	5	6	1	21	30	12	32	30	23	23	11	5	46	16	55	8
	5%	3%	6%	5%	4%	3%	1%	4%	6%	3%	5%	5%	7%	5%	5%	1%	6%	3%	5%	4%
			f						gi				o	o	o		q			
REDUCED OR DOWNGRADED SERVICE	13	1	5	3	2	3	1	4	4	4	5	8	7	4	1	2	10	3	13	*
	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	*%	1%	*%
													o				q			
ANY OF THESE	125	13	62	38	9	12	3	46	52	27	64	61	45	44	21	14	89	36	110	16
	9%	6%	11%	10%	8%	7%	4%	9%	11%	8%	10%	9%	13%	10%	9%	4%	11%	6%	9%	9%
			aef	af					i				o	o	o		q			
NONE OF THESE	1228	225	484	351	102	168	66	472	426	331	613	615	312	382	210	323	695	533	1076	152
	91%	94%	89%	90%	92%	93%	96%	91%	89%	92%	90%	91%	87%	90%	91%	96%	89%	94%	91%	91%
		bc				b	bc			h						lmn		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 82**

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

**ANY CHANGES TO MOBILE SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
RECEIVED DISCOUNT	63 5%	52 5%	8 7%	4 6%	** **	16 5%	9 3%	16 8% efj	7 5%	4 5%	3 3%
ADDED EXTRA OR IMPROVED SERVICES	62 5%	55 5%	4 3%	2 2%	** **	21 6%	14 5%	11 5%	5 3%	3 4%	4 4%
REDUCED OR DOWNGRADED SERVICE	13 1%	10 1%	3 3% a	- -%	** **	5 1%	1 *o	5 3% fj	1 1%	1 1%	- -%
ANY OF THESE	125 9%	106 9%	12 11%	5 8%	** **	39 11%	24 8%	26 13% fhj	11 7%	7 9%	7 7%
NONE OF THESE	1228 91%	1029 91%	100 89%	61 92%	** **	318 89%	267 92% g	173 87%	131 93% g	75 91%	99 93% g

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 83**

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

**QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone service?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE				LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	ONE		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	SWITCHE	NON-SWIT	ONE	NON		
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																		
Unweighted total	2107	493	396	774	444	-	2107	1160	947	188	618	1460	-	-	1160	947	178	
Effective Weighted Sample	1987	463	371	732	422	-	1987	1097	892	178	579	1383	-	-	1097	892	169	
Total	1261	283	232	470	276	-	1261	710	551	115	351	893	-	-	710	551	109	
Less than 3 months	34	4	1	18	11	**	34	29	6	26	11	22	**	**	29	6	24	
	3%	2%	1%	4% ab	4% ab	**	3%	4% h	1%	23% gh	3%	2%	**	**	4% o	1%	22%	
3-6 months	41	3	2	16	20	**	41	34	7	31	10	30	**	**	34	7	29	
	3%	1%	1%	3% ab	7% abc	**	3%	5% h	1%	27% gh	3%	3%	**	**	5% o	1%	27%	
7-12 months	101	11	6	37	47	**	101	75	27	44	27	73	**	**	75	27	42	
	8%	4%	2%	8% ab	17% abc	**	8%	10% h	5%	38% gh	8%	8%	**	**	10% o	5%	38%	
More than a year, up to 2 years	180	25	27	64	65	**	180	137	43	7	49	131	**	**	137	43	7	
	14%	9%	12%	14% a	24% abc	**	14%	19% hi	8%	6%	14%	15%	**	**	19% o	8%	7%	
More than 2 years, up to 4 years	239	55	50	93	41	**	239	175	64	4	61	174	**	**	175	64	4	
	19%	19%	22% d	20% d	15%	**	19%	25% hi	12% i	4%	17%	19%	**	**	25% o	12%	4%	
More than 4 years, up to 6 years	201	48	49	70	34	**	201	120	81	1	41	158	**	**	120	81	1	
	16%	17% d	21% cd	15%	12%	**	16%	17% i	15% i	*%	12%	18% j	**	**	17%	15%	*%	
More than 6 years, up to 10 years	178	48	37	73	21	**	178	74	104	*	50	126	**	**	74	104	*	
	14%	17% d	16% d	15% d	8%	**	14%	10% i	19% gi	*%	14%	14%	**	**	10% n	19% n	*%	
More than 10 years	243	76	48	84	35	**	243	50	193	1	83	157	**	**	50	193	1	
	19%	27% bcd	21% d	18% d	13%	**	19%	7% i	35% gi	1%	24% k	18%	**	**	7%	35% n	1%	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 83**

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

**QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone service?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
	Total																	
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	~l	~m	n	o	p	~q
Unweighted total	2107	493	396	774	444	-	2107	1160	947	188	618	1460	-	-	1160	947	178	10
Effective Weighted Sample	1987	463	371	732	422	-	1987	1097	892	178	579	1383	-	-	1097	892	169	10
Total	1261	283	232	470	276	-	1261	710	551	115	351	893	-	-	710	551	109	5
Don't know/can't remember	42	14	11	15	2	**	42	17	26	1	19	22	**	**	17	26	1	**
	3%	5%	5%	3%	1%	**	3%	2%	5%	1%	5%	2%	**	**	2%	5%	1%	**
		d	d	d					gi		k					n		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 83**

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

**QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone service?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2107	352	734	659	227	362	135	736	711	660	1028	1079	467	681	460	499	1148	959	1843	264
Effective Weighted Sample	1987	340	711	631	222	354	132	711	676	633	972	1018	455	652	449	477	1093	899	1739	248
Total	1261	233	509	355	101	163	62	498	441	322	637	624	337	387	215	323	723	537	1105	155
Less than 3 months	34 3%	8 3%	12 2%	12 3%	3 3%	3 2%	* 1%	17 3%	12 3%	6 2%	19 3%	16 2%	11 3%	9 2%	5 2%	10 3%	20 3%	15 3%	30 3%	4 3%
3-6 months	41 3%	13 6%	14 3%	7 2%	5 5%	6 4%	1 2%	22 4%	10 2%	9 3%	22 3%	19 3%	9 3%	13 3%	8 4%	10 3%	22 3%	18 3%	37 3%	4 3%
7-12 months	101 8%	37 16%	39 8%	22 6%	2 2%	3 2%	1 2%	59 12%	30 7%	12 4%	56 9%	46 7%	23 7%	34 9%	14 7%	30 9%	57 8%	44 8%	88 8%	13 8%
More than a year, up to 2 years	180 14%	44 19%	82 16%	41 12%	7 7%	13 8%	6 10%	94 19%	53 12%	34 11%	88 14%	92 15%	43 13%	53 14%	31 14%	53 17%	96 13%	85 16%	159 14%	21 14%
More than 2 years, up to 4 years	239 19%	66 28%	92 18%	63 18%	12 12%	18 11%	5 9%	112 22%	84 19%	43 13%	122 19%	117 19%	56 17%	73 19%	40 19%	70 22%	129 18%	110 21%	215 19%	24 16%
More than 4 years, up to 6 years	201 16%	32 14%	88 17%	57 16%	13 13%	23 14%	10 16%	76 15%	73 17%	52 16%	105 16%	96 15%	61 18%	67 17%	28 13%	45 14%	128 18%	73 14%	176 16%	25 16%
More than 6 years, up to 10 years	178 14%	21 9%	76 15%	55 15%	17 16%	26 16%	9 15%	58 12%	69 16%	51 16%	82 13%	96 15%	49 15%	50 13%	40 18%	40 13%	99 14%	80 15%	149 13%	30 19%
More than 10 years	243 19%	6 3%	90 18%	86 24%	37 36%	61 37%	24 38%	48 10%	94 21%	101 31%	122 19%	122 20%	73 22%	79 20%	42 20%	50 15%	152 21%	92 17%	213 19%	31 20%
Don't know/can't remember	42 3%	5 2%	15 3%	12 3%	5 5%	10 6%	5 8%	12 2%	16 4%	14 4%	22 3%	21 3%	12 4%	9 2%	7 3%	14 4%	21 3%	21 4%	39 4%	3 2%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 83**

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

**QM2b. How long has (MOBILE PHONE NETWORK) been providing your mobile phone service?  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	NATION					MOBILE NETWORK					
	Total	ENG- LAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	EE e	O2 f	VODA- FONE g	3 h	VIRGIN ~i	TESCO j
Significance Level: 95%											
Unweighted total	2107	1755	173	110	69	567	482	329	224	79	186
Effective Weighted Sample	1987	1655	164	104	65	537	456	309	212	74	175
Total	1261	1054	104	63	39	344	291	196	140	47	105
Less than 3 months	34 3%	29 3%	3 3%	2 3%	** **	8 2%	3 1%	3 2%	4 3%	** **	5 5% fg
3-6 months	41 3%	37 3%	2 2%	1 2%	** **	9 3%	5 2%	6 3%	9 6% efj	** **	2 2%
7-12 months	101 8%	83 8%	10 10%	7 11%	** **	27 8%	20 7%	15 7%	11 8%	** **	12 11%
More than a year, up to 2 years	180 14%	155 15% b	10 9%	14 22% ab	** **	58 17% fg	30 10%	20 10%	18 13%	** **	22 21% fgh
More than 2 years, up to 4 years	239 19%	206 20%	19 19%	10 16%	** **	75 22% fg	47 16%	31 16%	31 22%	** **	18 17%
More than 4 years, up to 6 years	201 16%	171 16%	17 16%	8 14%	** **	68 20% fg	41 14%	23 12%	26 19% g	** **	20 19% g
More than 6 years, up to 10 years	178 14%	143 14%	15 14%	7 11%	** **	41 12%	54 18% ej	31 16%	25 18% e	** **	12 11%
More than 10 years	243 19%	196 19%	24 23%	13 21%	** **	48 14% h	83 28% ehj	61 31% ehj	12 9%	** **	12 11%
Don't know/can't remember	42 3%	35 3%	5 5% c	- -%	** **	9 3%	9 3%	6 3%	3 2%	** **	3 3%
Columns Tested: a,b,c,d - e,f,g,h,i,j											

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 84**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCH	STANDAL ONE NON SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Base for % (Unweighted and weighted)	2274	527	426	829	492	171	2103	1272	1002	217	616	1630	113	**	1159	944	199	**
	1351	300	249	499	304	93	1259	771	581	131	350	986	61	32	710	549	122	9
Very satisfied	758	148	135	331	144	49	709	399	359	63	201	547	30	**	369	340	59	**
	56%	49%	54%	66%	47%	52%	56%	52%	62%	48%	58%	55%	49%	**	52%	62%	49%	**
			d	abd					gi							ln		
Fairly satisfied	478	125	113	121	119	34	443	292	186	48	120	352	22	**	270	174	43	**
	35%	42%	45%	24%	39%	37%	35%	38%	32%	36%	34%	36%	36%	**	38%	32%	35%	**
		c	c		c			h							o			
TOTAL SATISFIED	1235	273	248	452	263	83	1152	690	545	111	322	899	52	**	638	514	102	**
	91%	91%	99%	91%	86%	89%	92%	90%	94%	85%	92%	91%	85%	**	90%	94%	84%	**
		d	acd	d				i	gi						ln			
Neither	50	15	-	22	13	4	46	32	19	9	17	33	4	**	28	19	8	**
	4%	5%	-%	4%	4%	4%	4%	4%	3%	7%	5%	3%	6%	**	4%	3%	7%	**
		b		b	b					h								
Fairly dissatisfied	47	8	1	17	21	3	43	37	10	9	8	39	3	**	33	10	9	**
	3%	3%	*%	3%	7%	3%	3%	5%	2%	7%	2%	4%	5%	**	5%	2%	8%	**
		b		b	abc			h		h		j	o		o			
Very dissatisfied	19	4	*	8	7	3	17	13	7	2	3	15	2	**	10	6	2	**
	1%	1%	*%	2%	2%	3%	1%	2%	1%	2%	1%	2%	4%	**	1%	1%	2%	**
				b	b								o					
TOTAL DISSATISFIED	66	12	1	25	28	6	60	49	17	11	11	54	5	**	44	16	11	**
	5%	4%	1%	5%	9%	6%	5%	6%	3%	9%	3%	6%	9%	**	6%	3%	9%	**
		b		b	abc			h		h		j	o		o			
Don't know	2	1	-	*	1	-	2	*	2	*	1	1	-	**	*	2	*	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 84**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Base for % (Unweighted and weighted)	2274	359	789	728	250	398	148	765	774	735	1096	1178	498	755	498	523	1253	1021	1989	285
	1351	237	546	389	112	179	68	517	477	357	676	675	357	426	232	336	783	568	1184	167
Very satisfied	758	140	299	209	69	109	40	293	260	204	366	392	188	244	128	197	432	326	672	86
	56%	59%	55%	54%	62% c	61% bc	60%	57%	54%	57%	54%	58%	53%	57%	55%	59%	55%	57%	57%	51%
Fairly satisfied	478	81	195	142	37	60	23	176	180	122	254	224	134	151	89	104	284	193	414	64
	35%	34%	36%	37%	33%	33%	34%	34%	38%	34%	38% k	33%	37% o	35%	39% o	31%	36%	34%	35%	38%
TOTAL SATISFIED	1235	221	494	351	106	169	63	469	440	326	620	616	322	395	218	302	716	519	1086	149
	91%	93%	90%	90%	95% bc	94% bc	94%	91%	92%	91%	92%	91%	90%	93%	94% lo	90%	91%	91%	92%	89%
Neither	50	8	21	17	2	5	2	19	17	14	26	24	16	12	8	14	28	22	41	9
	4%	3%	4%	4%	2%	3%	4%	4%	4%	4%	4%	4%	5%	3%	3%	4%	4%	4%	3%	6%
Fairly dissatisfied	47	6	24	12	3	4	2	23	14	10	23	24	14	15	5	13	29	18	39	7
	3%	3%	4%	3%	2%	2%	3%	4%	3%	3%	3%	4%	4%	3%	2%	4%	4%	3%	3%	4%
Very dissatisfied	19	2	7	9	1	1	-	6	6	7	8	11	5	5	1	8	10	9	18	1
	1%	1%	1%	2% e	1%	1%	-%	1%	1%	2%	1%	2%	1%	1%	1% *	2% n	1%	2%	2%	1%
TOTAL DISSATISFIED	66	8	31	21	4	5	2	29	20	16	31	35	19	20	6	21	39	27	57	9
	5%	4%	6% e	5%	3%	3%	3%	6%	4%	5%	5%	5%	5% n	5%	3%	6% n	5%	5%	5%	5%
Don't know	2	1	-	1	-	1	1	1	-	1	1	1	-	1	-	1	1	1	2	-

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 84**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Base for % (Unweighted and weighted)	2274	1901	187	116	**	591	482	334	225	144	187
	1351	1133	112	66	40	358	291	198	141	82	106
Very satisfied	758	626	69	42	**	202	173	92	78	46	74
	56%	55%	61%	64%	**	56% g	59% g	46% g	55% g	56% g	70% efghi
Fairly satisfied	478	403	39	19	**	123	97	84	50	30	27
	35%	36%	35%	29%	**	34% j	33% j	42% efj	35% j	36% j	26% j
TOTAL SATISFIED	1235	1029	108	61	**	325	270	176	128	76	101
	91%	91%	96% a	92%	**	91% g	93% g	89% g	90% g	92% g	96% egh
Neither	50	46	2	2	**	12	11	8	7	1	3
	4%	4%	1%	3%	**	3% j	4% j	4% fj	5% j	1% j	3% j
Fairly dissatisfied	47	43	1	2	**	14	6	12	5	3	1
	3%	4%	1%	2%	**	4% j	2% j	6% fj	4% j	4% j	1% j
Very dissatisfied	19	15	1	2	**	7	4	2	1	2	1
	1%	1%	1%	2%	**	2% j	1% j	1% fj	1% j	2% j	1% j
TOTAL DISSATISFIED	66	58	3	3	**	21	10	14	7	5	2
	5%	5%	2% j	5% j	**	6% j	3% j	7% fj	5% j	7% j	2% j
Don't know	2	2	-	*	**	-	*	*	-	1	-

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 85**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH	
						SIMPLE				LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	ONE	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	SWITCHE	NON-SWIT	ONE	NON	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2107	493	396	774	444	-	2107	1160	947	188	618	1460	-	-	1160	947	178
Effective Weighted Sample	1987	463	371	732	422	-	1987	1097	892	178	579	1383	-	-	1097	892	169
Total	1261	283	232	470	276	-	1261	710	551	115	351	893	-	-	710	551	109
Base for % (Unweighted and weighted)	2103	491	396	773	443	**	2103	1159	944	187	616	1459	**	**	1159	944	177
	1259	281	232	470	276	-	1259	710	549	114	350	893	-	-	710	549	109
Very satisfied	709	139	125	314	131	**	709	369	340	53	201	498	**	**	369	340	52
	56%	49%	54%	67% abd	48%	**	56%	52%	62% gi	46%	58%	56%	**	**	52%	62% n	47%
Fairly satisfied	443	116	105	113	108	**	443	270	174	43	120	317	**	**	270	174	40
	35%	41%	45%	24%	39% c	**	35%	38% h	32%	38%	34%	36%	**	**	38% o	32%	36%
TOTAL SATISFIED	1152	255	231	427	239	**	1152	638	514	96	322	816	**	**	638	514	91
	92%	91%	99% acd	91% d	87%	**	92%	90% i	94% gi	84%	92%	91%	**	**	90% n	94% n	84%
Neither	46	15	-	20	12	**	46	28	19	8	17	29	**	**	28	19	8
	4%	5% b	-%	4% b	4% b	**	4%	4%	3%	7% gh	5%	3%	**	**	4%	3%	7%
Fairly dissatisfied	43	8	1	16	19	**	43	33	10	8	8	36	**	**	33	10	8
	3%	3% b	*%	3% b	7% abc	**	3%	5% h	2%	7% h	2%	4% j	**	**	5% o	2%	8%
Very dissatisfied	17	4	*	6	6	**	17	10	6	2	3	13	**	**	10	6	2
	1%	1%	*%	1%	2% b	**	1%	1%	1%	1%	1%	1%	**	**	1%	1%	1%
TOTAL DISSATISFIED	60	12	1	22	25	**	60	44	16	10	11	48	**	**	44	16	10
	5%	4% b	1%	5% b	9% abc	**	5%	6% h	3%	9% h	3%	5% j	**	**	6% o	3%	9%
Don't know	2	1	-	*	1	**	2	*	2	*	1	1	**	**	*	2	*
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 85**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2107	352	734	659	227	362	135	736	711	660	1028	1079	467	681	460	499	1148	959	1843	264
Effective Weighted Sample	1987	340	711	631	222	354	132	711	676	633	972	1018	455	652	449	477	1093	899	1739	248
Total	1261	233	509	355	101	163	62	498	441	322	637	624	337	387	215	323	723	537	1105	155
Base for % (Unweighted and weighted)	2103	351	734	658	227	360	133	735	711	657	1026	1077	467	679	460	497	1146	957	1839	264
	1259	232	509	354	101	162	61	497	441	321	636	622	337	386	215	321	723	536	1103	155
Very satisfied	709 56%	138 59%	280 55%	192 54%	64 63% bc	100 61% bc	36 59%	281 57%	243 55%	185 58%	347 55%	362 58%	177 52%	224 58%	118 55%	190 59% l	401 55%	308 58%	630 57%	79 51%
Fairly satisfied	443 35%	78 34%	182 36%	129 36%	33 33%	54 33%	21 34%	169 34%	165 37%	109 34%	238 37% k	206 33%	127 38% o	134 35%	84 39% o	98 31%	262 36%	182 34%	385 35%	58 38%
TOTAL SATISFIED	1152 92%	216 93%	462 91%	321 90%	97 95% bc	153 94% bc	57 93%	451 91%	408 92%	294 92%	584 92%	568 91%	304 90%	359 93%	202 94% lo	288 90%	662 92%	490 91%	1015 92% s	137 88%
Neither	46 4%	8 3%	18 4%	16 4%	2 2%	5 3%	2 4%	18 4%	15 3%	13 4%	24 4%	22 4%	16 5%	11 3%	7 3%	13 4%	26 4%	20 4%	37 3%	9 6% r
Fairly dissatisfied	43 3%	6 3%	23 4% de	11 3%	1 1%	3 2%	2 3%	22 4% i	13 3%	8 2%	21 3%	23 4%	14 4%	13 3%	5 2%	12 4%	26 4%	17 3%	36 3%	7 5%
Very dissatisfied	17 1%	2 1%	7 1%	7 2%	1 1%	1 1%	- -%	6 1%	5 1%	6 2%	7 1%	10 2%	4 1%	4 1%	* *% n	8 3% n	8 1%	9 2%	15 1%	1 1%
TOTAL DISSATISFIED	60 5%	8 4%	30 6% de	18 5% e	2 2%	4 3%	2 3%	29 6%	18 4%	14 4%	28 4%	32 5%	17 5%	17 4%	6 3%	20 6% n	34 5%	26 5%	51 5%	9 6%
Don't know	2	1	-	1	-	1	1	1	-	1	1	1	-	1	-	1	1	1	2	-
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 85**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	~i	j
Unweighted total	2107	1755	173	110	69	567	482	329	224	79	186
Effective Weighted Sample	1987	1655	164	104	65	537	456	309	212	74	175
Total	1261	1054	104	63	39	344	291	196	140	47	105
Base for % (Unweighted and weighted)	2103	1752	173	109	**	567	481	328	224	**	186
	1259	1053	104	62	39	344	290	195	140	46	105
Very satisfied	709	586	63	39	**	193	172	91	78	**	73
	56%	56%	61%	62%	**	56% g	59% g	47% g	55% g	**	70% efgh
Fairly satisfied	443	372	37	18	**	118	97	83	49	**	27
	35%	35%	35%	29%	**	34% j	34% j	42% efj	35% g	**	26% efgh
TOTAL SATISFIED	1152	958	100	57	**	311	270	174	127	**	101
	92%	91%	96% a	92%	**	90% g	93% g	89% g	90% g	**	96% efgh
Neither	46	42	2	2	**	12	11	8	7	**	3
	4%	4%	2%	3%	**	3%	4%	4%	5%	**	3%
Fairly dissatisfied	43	40	1	2	**	14	6	12	5	**	1
	3%	4%	1%	3%	**	4% j	2%	6% fj	4%	**	1% fj
Very dissatisfied	17	13	1	2	**	7	4	2	1	**	1
	1%	1%	1%	3%	**	2%	1%	1%	1%	**	1%
TOTAL DISSATISFIED	60	53	2	3	**	21	10	14	7	**	2
	5%	5%	2%	5%	**	6% j	3%	7% fj	5%	**	2% fj
Don't know	2	2	-	*	**	-	*	*	-	**	-

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 86**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, in a bundle of services, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
	Total																	
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	~i	~j	k	l	~m	~n	~o	~p	~q
Unweighted total	171	36	30	56	49	171	-	113	58	30	-	171	113	58	-	-	22	8
Effective Weighted Sample	161	34	29	52	46	161	-	107	54	29	-	161	107	54	-	-	21	8
Total	93	18	17	29	28	93	-	61	32	17	-	93	61	32	-	-	13	4
Base for % (Unweighted and weighted)	171	**	**	**	**	171	**	113	**	**	**	171	113	**	**	**	**	**
	93	18	17	29	28	93	-	61	32	17	-	93	61	32	-	-	13	4
Very satisfied	49	**	**	**	**	49	**	30	**	**	**	49	30	**	**	**	**	**
	52%	**	**	**	**	52%	**	49%	**	**	**	52%	49%	**	**	**	**	**
Fairly satisfied	34	**	**	**	**	34	**	22	**	**	**	34	22	**	**	**	**	**
	37%	**	**	**	**	37%	**	36%	**	**	**	37%	36%	**	**	**	**	**
TOTAL SATISFIED	83	**	**	**	**	83	**	52	**	**	**	83	52	**	**	**	**	**
	89%	**	**	**	**	89%	**	85%	**	**	**	89%	85%	**	**	**	**	**
Neither	4	**	**	**	**	4	**	4	**	**	**	4	4	**	**	**	**	**
	4%	**	**	**	**	4%	**	6%	**	**	**	4%	6%	**	**	**	**	**
Fairly dissatisfied	3	**	**	**	**	3	**	3	**	**	**	3	3	**	**	**	**	**
	3%	**	**	**	**	3%	**	5%	**	**	**	3%	5%	**	**	**	**	**
Very dissatisfied	3	**	**	**	**	3	**	2	**	**	**	3	2	**	**	**	**	**
	3%	**	**	**	**	3%	**	4%	**	**	**	3%	4%	**	**	**	**	**
TOTAL DISSATISFIED	6	**	**	**	**	6	**	5	**	**	**	6	5	**	**	**	**	**
	6%	**	**	**	**	6%	**	9%	**	**	**	6%	9%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 86**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	171	8	55	70	23	38	15	30	63	78	70	101	31	76	38	26	107	64	150	21
Effective Weighted Sample	161	8	53	68	23	37	15	29	60	76	66	96	29	73	37	25	101	61	141	20
Total	93	5	37	34	10	17	7	20	37	36	40	53	21	40	17	15	61	32	81	12
Base for % (Unweighted and weighted)	171	**	**	**	**	**	**	**	**	**	**	101	**	**	**	**	107	**	150	**
	93	5	37	34	10	17	7	20	37	36	40	53	21	40	17	15	61	32	81	12
Very satisfied	49	**	**	**	**	**	**	**	**	**	**	30	**	**	**	**	31	**	42	**
	52%	**	**	**	**	**	**	**	**	**	**	56%	**	**	**	**	51%	**	52%	**
Fairly satisfied	34	**	**	**	**	**	**	**	**	**	**	18	**	**	**	**	23	**	29	**
	37%	**	**	**	**	**	**	**	**	**	**	34%	**	**	**	**	38%	**	36%	**
TOTAL SATISFIED	83	**	**	**	**	**	**	**	**	**	**	47	**	**	**	**	54	**	71	**
	89%	**	**	**	**	**	**	**	**	**	**	90%	**	**	**	**	89%	**	88%	**
Neither	4	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	2	**	4	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	3%	**	5%	**
Fairly dissatisfied	3	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	2	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	4%	**	4%	**
Very dissatisfied	3	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	2	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	4%	**	3%	**
TOTAL DISSATISFIED	6	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	5	**	6	**
	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	**	8%	**	7%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 86**

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

**QM5. In terms of your mobile phone service... How satisfied are you with the OVERALL SERVICE PROVIDED by (MOBILE PHONE NETWORK)? Would you say you are... by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	171	149	14	7	1	24	1	6	1	66	1
Effective Weighted Sample	161	140	13	7	1	23	1	6	1	62	1
Total	93	81	8	4	1	14	*	3	1	36	*
Base for % (Unweighted and weighted)	171	149	**	**	**	**	**	**	**	**	**
	93	81	8	4	1	14	*	3	1	36	*
Very satisfied	49	41	**	**	**	**	**	**	**	**	**
	52%	50%	**	**	**	**	**	**	**	**	**
Fairly satisfied	34	31	**	**	**	**	**	**	**	**	**
	37%	38%	**	**	**	**	**	**	**	**	**
TOTAL SATISFIED	83	71	**	**	**	**	**	**	**	**	**
	89%	88%	**	**	**	**	**	**	**	**	**
Neither	4	4	**	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**
Fairly dissatisfied	3	3	**	**	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**	**	**
Very dissatisfied	3	2	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**
TOTAL DISSATISFIED	6	5	**	**	**	**	**	**	**	**	**
	6%	7%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 87**

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

**QM7. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Thinking just about your mobile phone service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you ever CHANGED your mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER. IF YES - When did you most recently change mobile phone service provider?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHES	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Yes - in the last 6 months	69	-	-	35	34	12	57	69	-	69	16	52	12	**	57	-	62	**
	5%	-%	-%	7%	11%	13%	5%	9%	-%	53%	5%	5%	20%	**	8%	-%	51%	**
				ab	abc	f		h		gh			no		o			
Yes - 6 to 12 months ago	62	-	-	21	42	4	58	62	-	62	14	48	4	**	58	-	60	**
	5%	-%	-%	4%	14%	4%	5%	8%	-%	47%	4%	5%	7%	**	8%	-%	49%	**
				ab	abc			h		gh			o		o			
Yes - 13 to 18 months ago	49	-	-	14	35	4	45	49	-	-	9	40	4	**	45	-	-	**
	4%	-%	-%	3%	11%	4%	4%	6%	-%	-%	2%	4%	6%	**	6%	-%	-%	**
				ab	abc			hi					o		o			
Yes - 1.5 to 2 years ago	69	-	-	22	47	9	60	69	-	-	13	56	9	**	60	-	-	**
	5%	-%	-%	4%	16%	10%	5%	9%	-%	-%	4%	6%	15%	**	8%	-%	-%	**
				ab	abc	f		hi					no		o			
Yes - 2 to 3 years ago	113	20	31	46	16	8	105	113	-	-	28	84	8	**	105	-	-	**
	8%	7%	13%	9%	5%	9%	8%	15%	-%	-%	8%	8%	13%	**	15%	-%	-%	**
			ad	d				hi					o		o			
Yes - more than 3 years ago	409	93	91	156	68	24	385	409	-	-	79	325	24	**	385	-	-	**
	30%	31%	37%	31%	22%	26%	31%	53%	-%	-%	23%	33%	39%	**	54%	-%	-%	**
		d	d	d				hi				j	o		lo			
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 87**

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

**QM7. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Thinking just about your mobile phone service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you ever CHANGED your mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER. IF YES - When did you most recently change mobile phone service provider?**  
**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
No - never changed provider	533	167	122	188	56	29	504	-	533	-	174	351	-	**	-	504	-	**
	39%	55%	49%	38%	19%	32%	40%	-%	92%	-%	49%	36%	-%	**	-%	92%	-%	**
		bcd	cd	d			e		gi		k					ln		
No - can't change, only one provider in the area	49	20	5	18	6	2	47	-	49	-	18	30	-	**	-	47	-	**
	4%	7%	2%	4%	2%	2%	4%	-%	8%	-%	5%	3%	-%	**	-%	8%	-%	**
		bcd							qi		k					ln		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 87**

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

**QM7. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Thinking just about your mobile phone service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you ever CHANGED your mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER. IF YES - When did you most recently change mobile phone service provider?**  
**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Yes - in the last 6 months	69	12	27	20	8	10	2	30	24	15	35	35	18	22	11	18	40	29	59	10
	5%	5%	5%	5%	7% f	5%	2%	6%	5%	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	6%
Yes - 6 to 12 months ago	62	21	21	19	1	2	1	30	23	10	33	29	15	19	11	17	34	28	54	8
	5%	9% bcdef	4% de	5% de	1%	1%	1%	6% i	5%	3%	5%	4%	4%	4%	5%	5%	4%	5%	5%	5%
Yes - 13 to 18 months ago	49	12	20	14	3	4	1	22	18	9	27	22	12	21	10	7	33	16	44	5
	4%	5% e	4%	4%	2%	2%	2%	4% i	4%	2%	4%	3%	3%	5% o	4% o	2%	4%	3%	4%	3%
Yes - 1.5 to 2 years ago	69	18	31	16	2	5	3	35	21	13	33	37	20	22	9	18	42	27	63	6
	5%	7% cde	6% de	4%	2%	3%	5%	7% hi	4%	4%	5%	5%	6%	5%	4%	5%	5%	5%	5%	4%
Yes - 2 to 3 years ago	113	31	49	27	4	6	2	59	36	18	54	58	27	34	22	30	61	52	100	13
	8%	13% bcdef	9% def	7% ef	4%	3%	3%	11% hi	7%	5%	8%	9%	8%	8%	9%	9%	8%	9%	8%	8%
Yes - more than 3 years ago	409	44	186	134	33	46	13	126	174	108	209	200	116	126	70	97	242	167	367	42
	30%	18%	34% aef	34% aef	29% af	25% a	19%	24% gi	37% gi	30% g	31%	30%	32%	29%	30%	29%	31%	29%	31% s	25%
No - never changed provider	533	93	196	146	58	98	41	200	163	170	262	271	135	167	93	138	302	231	455	78
	39%	39%	36%	38%	52% abc	55% abc	59% abc	39%	34%	48% gh	39%	40%	38%	39%	40%	41%	39%	41%	38%	47% r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 87**

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

**QM7. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Thinking just about your mobile phone service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you ever CHANGED your mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER. IF YES - When did you most recently change mobile phone service provider?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
No - can't change, only one provider in the area	49	8	17	15	3	9	6	16	18	15	24	25	14	16	6	13	30	19	43	6
	4%	3%	3%	4%	2%	5%	9%	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%

abcd

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 87**

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

**QM7. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Thinking just about your mobile phone service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you ever CHANGED your mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER. IF YES - When did you most recently change mobile phone service provider?**  
**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	NATION					MOBILE NETWORK					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Yes - in the last 6 months	69 5%	61 5%	3 3%	4 5%	** **	12 3%	7 2%	8 4%	10 7% ef	4 5%	6 5% f
Yes - 6 to 12 months ago	62 5%	50 4%	7 6%	4 6%	** **	13 4%	11 4%	11 6%	8 6%	2 2%	3 3%
Yes - 13 to 18 months ago	49 4%	42 4%	3 3%	4 6%	** **	15 4%	12 4%	3 2%	3 2%	2 2%	7 6% g
Yes - 1.5 to 2 years ago	69 5%	63 6%	4 4%	2 4%	** **	22 6% f	8 3%	7 3%	8 6%	6 8% fg	5 5%
Yes - 2 to 3 years ago	113 8%	93 8%	10 9%	8 12%	** **	34 9%	24 8%	14 7%	9 6%	4 5%	10 10%
Yes - more than 3 years ago	409 30%	347 31%	44 39% ac	15 23%	** **	112 31%	78 27%	65 33%	55 39% ef	28 34%	35 33%
No - never changed provider	533 39%	437 39%	39 35%	27 40%	** **	135 38%	139 48% ehij	85 43% hj	45 32%	31 38%	35 33%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 87**

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

**QM7. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Thinking just about your mobile phone service rather any other service you have in your package with (BUNDLE PROVIDER)...) Have you ever CHANGED your mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? INTERVIEWER - PREVIOUS CUSTOMERS OF ORANGE/ T-MOBILE WHO HAVE NOW BEEN MOVED TO EE - DO NOT CONSIDER THIS A CHANGE OF MOBILE SERVICE PROVIDER. IF YES - When did you most recently change mobile phone service provider?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	NATION					MOBILE NETWORK					
	Total	ENG- LAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	EE e	O2 f	VODA- FONE g	3 h	VIRGIN i	TESCO j
Significance Level: 95%											
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
No - can't change, only one provider in the area	49	42	2	3	**	15	11	6	4	5	5
	4%	4%	1%	5%	**	4%	4%	3%	3%	6%	4%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 88**

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

**NQM7da. Did you keep your mobile phone number when you switched to another network? IF CHANGED PROVIDER MORE THAN ONCE - Please think about the most recent switch.  
by MOBILE CROSS-BREAKS**

Base : Those who have ever changed their mobile phone service provider

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE				LAST			BUNDLE	BUNDLE	STANDAL	ONE		
	Total	INAC-	PASSIVE	INTER-	ENG-	BUNDLE	STAND-	EVER	NEVER	12	PAYG	CON-	SWITCHE	NON-SWIT	ONE	SWITCHE	NON	MULTIPLE
		TIVE		ESTED	AGED	ALONE	ALONE			MONTHS		TRACT	RS	CHERS	RS	RS	RS	
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	~m	n	~o	p	~q
Unweighted total	1273	191	206	485	391	113	1160	1273	-	218	270	988	113	-	1160	-	200	18
Effective Weighted Sample	1202	180	194	457	371	107	1097	1202	-	207	253	935	107	-	1097	-	190	17
Total	771	114	122	293	242	61	710	771	-	131	159	604	61	-	710	-	122	9
Yes, kept the same number	438	62	66	159	152	41	397	438	**	78	54	378	41	**	397	**	71	**
	57%	55%	54%	54%	63% bc	68% f	56%	57%	**	60%	34%	63% j	68% n	**	56%	**	59%	**
No, changed my number	312	47	52	127	86	19	293	312	**	52	102	209	19	**	293	**	50	**
	40%	41%	42%	43% d	36%	31%	41% e	40%	**	40%	64% k	35%	31%	**	41% l	**	41%	**
Can't remember	21	5	5	7	4	1	20	21	**	1	4	17	1	**	20	**	1	**
	3%	5% d	4%	2%	2%	2%	3%	3%	**	1%	2%	3%	2%	**	3%	**	1%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 88**

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

**NQM7da. Did you keep your mobile phone number when you switched to another network? IF CHANGED PROVIDER MORE THAN ONCE - Please think about the most recent switch.  
by MOBILE CROSS-BREAKS**

Base : Those who have ever changed their mobile phone service provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1273	206	478	425	117	164	47	444	477	352	620	653	285	425	281	282	710	563	1135	138
Effective Weighted Sample	1202	199	463	407	115	161	46	430	453	337	587	617	278	407	274	270	677	528	1072	130
Total	771	137	333	228	51	73	21	302	296	173	391	380	209	244	133	187	452	319	688	83
Yes, kept the same number	438	70	188	140	30	40	**	161	176	101	216	222	138	152	69	79	290	148	389	49
	57%	51%	56%	61%	60%	55%	**	53%	59%	59%	55%	58%	66%	63%	52%	42%	64%	46%	57%	59%
		a		a									no	no	o		q			
No, changed my number	312	65	135	83	19	29	**	137	110	64	167	145	67	84	59	102	151	161	279	33
	40%	48%	40%	36%	38%	40%	**	45%	37%	37%	43%	38%	32%	35%	45%	54%	33%	50%	41%	40%
		c						hi							lm	lmn		p		
Can't remember	21	2	10	6	1	3	**	4	10	7	8	13	4	7	4	6	11	10	20	1
	3%	1%	3%	2%	2%	5%	**	1%	3%	4%	2%	3%	2%	3%	3%	3%	2%	3%	3%	2%
						a			g	g										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 88**

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

**NQM7da. Did you keep your mobile phone number when you switched to another network? IF CHANGED PROVIDER MORE THAN ONCE - Please think about the most recent switch.  
by MOBILE CROSS-BREAKS**

Base : Those who have ever changed their mobile phone service provider

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	j
Unweighted total	1273	1078	116	65	14	337	228	172	149	81	115
Effective Weighted Sample	1202	1019	110	61	13	320	216	163	141	75	108
Total	771	655	71	36	8	208	140	108	93	46	66
Yes, kept the same number	438	384	39	**	**	122	86	58	51	**	22
	57%	59%	55%	**	**	59%	61%	54%	55%	**	34%
						j	j	j	j		
No, changed my number	312	255	29	**	**	80	53	46	40	**	41
	40%	39%	41%	**	**	38%	38%	43%	43%	**	62%
											efgh
Can't remember	21	17	3	**	**	6	1	3	3	**	3
	3%	3%	4%	**	**	3%	1%	3%	3%	**	4%
											f

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 89**

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

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE BUNDLE			LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWITCH	STANDAL ONE SWITCH	STANDAL ONE NON SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	ALONE		EVER	NEVER		CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE	
		~a	~b	~c	d	~e	f	g	~h	i	~j	k	~l	~m	n	~o	~p	~q
Significance Level: 95%																		
Unweighted total	218	-	-	93	125	30	188	218	-	218	49	166	30	-	188	-	200	18
Effective Weighted Sample	207	-	-	88	119	29	178	207	-	207	47	157	29	-	178	-	190	17
Total	131	-	-	56	76	17	115	131	-	131	30	100	17	-	115	-	122	9
O2	28	**	**	**	16	**	23	28	**	28	**	22	**	**	23	**	27	**
	21%	**	**	**	21%	**	20%	21%	**	21%	**	22%	**	**	20%	**	22%	**
Vodafone	22	**	**	**	13	**	20	22	**	22	**	15	**	**	20	**	22	**
	17%	**	**	**	17%	**	18%	17%	**	17%	**	15%	**	**	18%	**	18%	**
EE	19	**	**	**	10	**	17	19	**	19	**	14	**	**	17	**	18	**
	14%	**	**	**	13%	**	14%	14%	**	14%	**	14%	**	**	14%	**	15%	**
Virgin Media	11	**	**	**	8	**	10	11	**	11	**	11	**	**	10	**	11	**
	8%	**	**	**	11%	**	9%	8%	**	8%	**	11%	**	**	9%	**	9%	**
Three (3) Mobile	9	**	**	**	4	**	7	9	**	9	**	8	**	**	7	**	8	**
	7%	**	**	**	6%	**	6%	7%	**	7%	**	8%	**	**	6%	**	7%	**
Tesco	7	**	**	**	3	**	7	7	**	7	**	4	**	**	7	**	6	**
	6%	**	**	**	4%	**	6%	6%	**	6%	**	4%	**	**	6%	**	5%	**
TalkTalk	6	**	**	**	4	**	5	6	**	6	**	4	**	**	5	**	5	**
	5%	**	**	**	5%	**	5%	5%	**	5%	**	4%	**	**	5%	**	4%	**
Orange	5	**	**	**	3	**	5	5	**	5	**	5	**	**	5	**	5	**
	4%	**	**	**	5%	**	4%	4%	**	4%	**	5%	**	**	4%	**	4%	**
TMobile	3	**	**	**	2	**	3	3	**	3	**	2	**	**	3	**	2	**
	2%	**	**	**	3%	**	3%	2%	**	2%	**	2%	**	**	3%	**	2%	**
Plusnet	2	**	**	**	-	**	2	2	**	2	**	1	**	**	2	**	2	**
	1%	**	**	**	-%	**	2%	1%	**	1%	**	1%	**	**	2%	**	2%	**
BT	1	**	**	**	-	**	1	1	**	1	**	1	**	**	1	**	*	**
	1%	**	**	**	-%	**	1%	1%	**	1%	**	1%	**	**	1%	**	*%	**
Utilities Warehouse	1	**	**	**	*	**	*	1	**	1	**	1	**	**	*	**	*	**
	1%	**	**	**	1%	**	*%	1%	**	1%	**	1%	**	**	*%	**	*%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 89**

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

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
					SIMPLE				LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL ONE	STANDAL ONE			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		CON-TRACT	SWITCHE RS	NON-SWIT CHERS	SWITCHE RS	SWITCHE RS	SINGLE	MULTIPLE	
		~a	~b	~c	d	~e	f	g	~h	i	~j	k	~l	~m	n	~o	p	~q
Significance Level: 95%																		
Unweighted total	218	-	-	93	125	30	188	218	-	218	49	166	30	-	188	-	200	18
Effective Weighted Sample	207	-	-	88	119	29	178	207	-	207	47	157	29	-	178	-	190	17
Total	131	-	-	56	76	17	115	131	-	131	30	100	17	-	115	-	122	9
AOL	1	**	**	**	-	**	1	1	**	1	**	1	**	**	1	**	1	**
	*%	**	**	**	-%	**	1%	*%	**	*%	**	1%	**	**	1%	**	1%	**
Sky	1	**	**	**	-	**	1	1	**	1	**	1	**	**	1	**	-	**
	*%	**	**	**	-%	**	1%	*%	**	*%	**	1%	**	**	1%	**	-%	**
Other	11	**	**	**	8	**	9	11	**	11	**	8	**	**	9	**	10	**
	8%	**	**	**	10%	**	8%	8%	**	8%	**	8%	**	**	8%	**	8%	**
Don't know	4	**	**	**	4	**	4	4	**	4	**	2	**	**	4	**	4	**
	3%	**	**	**	5%	**	3%	3%	**	3%	**	2%	**	**	3%	**	4%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 89**

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

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	218	51	70	70	21	27	6	91	77	50	108	110	46	72	46	54	118	100	189	29
Effective Weighted Sample	207	49	68	67	21	27	6	88	73	48	103	104	45	69	45	52	112	95	179	27
Total	131	33	48	39	9	12	3	60	47	25	68	63	33	41	22	35	75	57	113	18
O2	28 21%	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 19%	14 23%	** **	** **	** **	** **	19 25%	9 16%	24 21%	** **
Vodafone	22 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 16%	11 17%	** **	** **	** **	** **	13 17%	10 17%	21 19%	** **
EE	19 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 16%	8 12%	** **	** **	** **	** **	8 11%	11 19%	16 14%	** **
Virgin Media	11 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 9%	4 7%	** **	** **	** **	** **	8 10%	3 5%	9 8%	** **
Three (3) Mobile	9 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 11%	2 3%	** **	** **	** **	** **	4 5%	5 9%	8 7%	** **
Tesco	7 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 6%	3 5%	** **	** **	** **	** **	3 4%	4 7%	6 5%	** **
TalkTalk	6 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 6%	3 4%	** **	** **	** **	** **	3 4%	4 6%	4 4%	** **
Orange	5 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 3%	4 6%	** **	** **	** **	** **	2 3%	3 5%	5 4%	** **
TMobile	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 2%	2 2%	** **	** **	** **	** **	2 3%	1 2%	2 2%	** **
Plusnet	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 2%	1 1%	** **	** **	** **	** **	2 3%	- -%	1 1%	** **
BT	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	1 2%	** **	** **	** **	** **	* 1%	1 2%	1 1%	** **
Utilities Warehouse	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	1 1%	** **	** **	** **	** **	* 1%	* 1%	1 1%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 89**

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

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	~o	p	q	r	~s
Unweighted total	218	51	70	70	21	27	6	91	77	50	108	110	46	72	46	54	118	100	189	29
Effective Weighted Sample	207	49	68	67	21	27	6	88	73	48	103	104	45	69	45	52	112	95	179	27
Total	131	33	48	39	9	12	3	60	47	25	68	63	33	41	22	35	75	57	113	18
AOL	1	**	**	**	**	**	**	**	**	**	-	1	**	**	**	**	1	-	1	**
	*%	**	**	**	**	**	**	**	**	**	-%	1%	**	**	**	**	1%	-%	1%	**
Sky	1	**	**	**	**	**	**	**	**	**	1	-	**	**	**	**	-	1	1	**
	*%	**	**	**	**	**	**	**	**	**	1%	-%	**	**	**	**	-%	1%	1%	**
Other	11	**	**	**	**	**	**	**	**	**	4	7	**	**	**	**	7	4	10	**
	8%	**	**	**	**	**	**	**	**	**	6%	12%	**	**	**	**	10%	7%	9%	**
Don't know	4	**	**	**	**	**	**	**	**	**	3	2	**	**	**	**	3	2	4	**
	3%	**	**	**	**	**	**	**	**	**	4%	3%	**	**	**	**	3%	3%	4%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 89**

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

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	218	181	18	14	5	41	30	30	29	9	14
Effective Weighted Sample	207	172	17	13	5	39	29	28	28	8	13
Total	131	110	10	8	3	25	18	19	18	6	9
O2	28	21	**	**	**	**	**	**	**	**	**
	21%	19%	**	**	**	**	**	**	**	**	**
Vodafone	22	19	**	**	**	**	**	**	**	**	**
	17%	17%	**	**	**	**	**	**	**	**	**
EE	19	15	**	**	**	**	**	**	**	**	**
	14%	14%	**	**	**	**	**	**	**	**	**
Virgin Media	11	11	**	**	**	**	**	**	**	**	**
	8%	10%	**	**	**	**	**	**	**	**	**
Three (3) Mobile	9	7	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**
Tesco	7	6	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**
TalkTalk	6	6	**	**	**	**	**	**	**	**	**
	5%	6%	**	**	**	**	**	**	**	**	**
Orange	5	5	**	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**
TMobile	3	3	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**
Plusnet	2	1	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**
BT	1	1	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**
Utilities Warehouse	1	1	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**
AOL	1	1	**	**	**	**	**	**	**	**	**
	*0%	1%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 89**

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

**NQM7c. Which provider did you use for your mobile service before switching to (MOBILE PHONE NETWORK)?**  
by **MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	218	181	18	14	5	41	30	30	29	9	14
Effective Weighted Sample	207	172	17	13	5	39	29	28	28	8	13
Total	131	110	10	8	3	25	18	19	18	6	9
Sky	1	1	**	**	**	**	**	**	**	**	**
	*%	1%	**	**	**	**	**	**	**	**	**
Other	11	9	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**	**	**
Don't know	4	4	**	**	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 90**

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

**NQM7e. Did you receive any OTHER services from (PREVIOUS MOBILE PHONE NETWORK) as well as your mobile service at the time you switched to (MOBILE PHONE NETWORK)? IF YES - Which other services did you receive from (PREVIOUS PROVIDER)?**

**by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE BUNDLESTAND-ALONE			LAST 12 MONTHS			BUNDLE SWITCHES	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES			
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED			EVER	NEVER		CONTRACT					SINGLE	MULTIPLE	
		~a	~b	~c	d	~e	f	g	~h	i	~j	k	~l	~m	n	~o	~p	~q
Significance Level: 95%																		
Unweighted total	218	-	-	93	125	30	188	218	-	218	49	166	30	-	188	-	200	18
Effective Weighted Sample	207	-	-	88	119	29	178	207	-	207	47	157	29	-	178	-	190	17
Total	131	-	-	56	76	17	115	131	-	131	30	100	17	-	115	-	122	9
No, did not receive any other services	119	**	**	**	68	**	105	119	**	119	**	89	**	**	105	**	113	**
	91%	**	**	**	90%	**	92%	91%	**	91%	**	89%	**	**	92%	**	93%	**
Fixed broadband service	9	**	**	**	6	**	7	9	**	9	**	9	**	**	7	**	6	**
	7%	**	**	**	8%	**	6%	7%	**	7%	**	9%	**	**	6%	**	5%	**
Landline phone	9	**	**	**	5	**	6	9	**	9	**	9	**	**	6	**	5	**
	7%	**	**	**	7%	**	5%	7%	**	7%	**	9%	**	**	5%	**	4%	**
TV service	5	**	**	**	3	**	3	5	**	5	**	5	**	**	3	**	3	**
	3%	**	**	**	5%	**	3%	3%	**	3%	**	5%	**	**	3%	**	3%	**
Mobile broadband service	4	**	**	**	2	**	2	4	**	4	**	4	**	**	2	**	3	**
	3%	**	**	**	3%	**	2%	3%	**	3%	**	4%	**	**	2%	**	2%	**
Don't know	2	**	**	**	2	**	2	2	**	2	**	*	**	**	2	**	2	**
	1%	**	**	**	2%	**	2%	1%	**	1%	**	1%	**	**	2%	**	2%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 90**

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

**NQM7e. Did you receive any OTHER services from (PREVIOUS MOBILE PHONE NETWORK) as well as your mobile service at the time you switched to (MOBILE PHONE NETWORK)? IF YES - Which other services did you receive from (PREVIOUS PROVIDER)?**

**by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	~o	p	q	r	~s
Unweighted total	218	51	70	70	21	27	6	91	77	50	108	110	46	72	46	54	118	100	189	29
Effective Weighted Sample	207	49	68	67	21	27	6	88	73	48	103	104	45	69	45	52	112	95	179	27
Total	131	33	48	39	9	12	3	60	47	25	68	63	33	41	22	35	75	57	113	18
No, did not receive any other services	119	**	**	**	**	**	**	**	**	**	61	58	**	**	**	**	66	53	102	**
	91%	**	**	**	**	**	**	**	**	**	90%	91%	**	**	**	**	89%	93%	90%	**
Fixed broadband service	9	**	**	**	**	**	**	**	**	**	5	4	**	**	**	**	5	4	8	**
	7%	**	**	**	**	**	**	**	**	**	7%	7%	**	**	**	**	7%	7%	7%	**
Landline phone	9	**	**	**	**	**	**	**	**	**	4	5	**	**	**	**	5	4	8	**
	7%	**	**	**	**	**	**	**	**	**	6%	8%	**	**	**	**	7%	7%	7%	**
TV service	5	**	**	**	**	**	**	**	**	**	2	2	**	**	**	**	2	2	5	**
	3%	**	**	**	**	**	**	**	**	**	3%	4%	**	**	**	**	3%	4%	4%	**
Mobile broadband service	4	**	**	**	**	**	**	**	**	**	2	2	**	**	**	**	3	1	3	**
	3%	**	**	**	**	**	**	**	**	**	3%	3%	**	**	**	**	3%	2%	3%	**
Don't know	2	**	**	**	**	**	**	**	**	**	2	-	**	**	**	**	2	-	2	**
	1%	**	**	**	**	**	**	**	**	**	3%	-%	**	**	**	**	2%	-%	2%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 90**

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

**NQM7e. Did you receive any OTHER services from (PREVIOUS MOBILE PHONE NETWORK) as well as your mobile service at the time you switched to (MOBILE PHONE NETWORK)? IF YES - Which other services did you receive from (PREVIOUS PROVIDER)?**

**by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	NATION					MOBILE NETWORK					
	Total	ENG- LAND	SCOT- LAND	WALEs	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	218	181	18	14	5	41	30	30	29	9	14
Effective Weighted Sample	207	172	17	13	5	39	29	28	28	8	13
Total	131	110	10	8	3	25	18	19	18	6	9
No, did not receive any other services	119	99	**	**	**	**	**	**	**	**	**
	91%	90%	**	**	**	**	**	**	**	**	**
Fixed broadband service	9	8	**	**	**	**	**	**	**	**	**
	7%	8%	**	**	**	**	**	**	**	**	**
Landline phone	9	8	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**
TV service	5	5	**	**	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**	**	**
Mobile broadband service	4	3	**	**	**	**	**	**	**	**	**
	3%	2%	**	**	**	**	**	**	**	**	**
Don't know	2	2	**	**	**	**	**	**	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 91**

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

**NQM7f. You said you received (SERVICES AT NQM7E) from (PREVIOUS MOBILE PHONE NETWORK). Did you get these services as a package/ bundle or separate services?  
by MOBILE CROSS-BREAKS**

Base : Those who received other services from their previous mobile phone service provider at the time they switched

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 91**

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

**NQM7f. You said you received (SERVICES AT NQM7E) from (PREVIOUS MOBILE PHONE NETWORK). Did you get these services as a package/ bundle or separate services?  
by MOBILE CROSS-BREAKS**

Base : Those who received other services from their previous mobile phone service provider at the time they switched

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN ~r	RURAL ~s
Significance Level: 95%																				
Unweighted total	18	-	6	11	-	1	1	3	9	6	8	10	6	5	3	4	11	7	16	2
Effective Weighted Sample	17	-	6	11	-	1	1	3	9	6	8	10	6	5	3	4	10	7	15	2
Total	10	-	4	6	-	*	*	2	5	3	5	6	4	2	1	2	7	4	9	1
Landline service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All separate services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 91**

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

**NQM7f. You said you received (SERVICES AT NQM7E) from (PREVIOUS MOBILE PHONE NETWORK). Did you get these services as a package/ bundle or separate services?  
by MOBILE CROSS-BREAKS**

Base : Those who received other services from their previous mobile phone service provider at the time they switched

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	18	17	1	-	-	1	2	4	2	1	-
Effective Weighted Sample	17	16	1	-	-	1	2	4	2	1	-
Total	10	10	1	-	-	1	1	2	1	*	-
Landline service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
All separate services	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 92**

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

**INCIDENCE OF MOBILE PHONE SERVICE SWITCHING OPTIONS  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS	SINGLE	MULTIPLE
		~a	~b	~c	d	~e	f	g	~h	i	~j	k	~l	~m	n	~o	p	~q
Significance Level: 95%																		
Unweighted total	218	-	-	93	125	30	188	218	-	218	49	166	30	-	188	-	200	18
Effective Weighted Sample	207	-	-	88	119	29	178	207	-	207	47	157	29	-	178	-	190	17
Total	131	-	-	56	76	17	115	131	-	131	30	100	17	-	115	-	122	9
Mobile phone service switched from a bundle to a bundle	2	**	**	**	1	**	-	2	**	2	**	2	**	**	-	**	1	**
	2%	**	**	**	2%	**	-%	2%	**	2%	**	2%	**	**	-%	**	1%	**
Mobile phone service switched from a bundle to a standalone provider	4	**	**	**	3	**	4	4	**	4	**	4	**	**	4	**	3	**
	3%	**	**	**	3%	**	4%	3%	**	3%	**	4%	**	**	4%	**	2%	**
Mobile phone service switched from a standalone provider to a bundle	14	**	**	**	8	**	-	14	**	14	**	14	**	**	-	**	11	**
	11%	**	**	**	11%	**	-%	11%	**	11%	**	14%	**	**	-%	**	9%	**
Mobile phone service switched from a standalone provider to a standalone provider	110	**	**	**	64	**	110	110	**	110	**	79	**	**	110	**	107	**
	84%	**	**	**	84%	**	96%	84%	**	84%	**	79%	**	**	96%	**	87%	**
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 92**

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

**INCIDENCE OF MOBILE PHONE SERVICE SWITCHING OPTIONS  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	218	51	70	70	21	27	6	91	77	50	108	110	46	72	46	54	118	100	189	29
Effective Weighted Sample	207	49	68	67	21	27	6	88	73	48	103	104	45	69	45	52	112	95	179	27
Total	131	33	48	39	9	12	3	60	47	25	68	63	33	41	22	35	75	57	113	18
Mobile phone service switched from a bundle to a bundle	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	2 3%	** **	** **	** **	** **	1 1%	1 2%	2 1%	** **
Mobile phone service switched from a bundle to a standalone provider	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 3%	2 4%	** **	** **	** **	** **	2 3%	2 4%	4 4%	** **
Mobile phone service switched from a standalone provider to a bundle	14 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 9%	8 13%	** **	** **	** **	** **	9 12%	5 9%	13 11%	** **
Mobile phone service switched from a standalone provider to a standalone provider	110 84%	** **	** **	** **	** **	** **	** **	** **	** **	** **	59 87%	51 80%	** **	** **	** **	** **	62 83%	48 85%	95 84%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 92**

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

**INCIDENCE OF MOBILE PHONE SERVICE SWITCHING OPTIONS  
by MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	218	181	18	14	5	41	30	30	29	9	14
Effective Weighted Sample	207	172	17	13	5	39	29	28	28	8	13
Total	131	110	10	8	3	25	18	19	18	6	9
Mobile phone service switched from a bundle to a bundle	2 2%	2 2%	**	**	**	**	**	**	**	**	**
Mobile phone service switched from a bundle to a standalone provider	4 3%	4 3%	**	**	**	**	**	**	**	**	**
Mobile phone service switched from a standalone provider to a bundle	14 11%	12 11%	**	**	**	**	**	**	**	**	**
Mobile phone service switched from a standalone provider to a standalone provider	110 84%	93 84%	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f,g,h,i,j											

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 93**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE				LAST 12 MONTHS			BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS		
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CONTRACT	RS	CHRS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Very easy	710	131	110	298	171	50	659	487	222	82	156	545	37	**	451	209	78	**
	52%	44%	44%	60% ab	56% ab	54%	52%	63% h	38%	63% h	44%	55% j	60% o	**	63% o	38%	64%	**
Fairly easy	429	90	99	135	105	28	401	238	191	42	107	317	19	**	220	181	37	**
	32%	30%	40% ac	27%	35% c	30%	32%	31%	33%	32%	31%	32%	30%	**	31%	33%	30%	**
TOTAL EASY	1138	221	209	433	276	78	1060	726	413	124	263	862	55	**	670	390	115	**
	84%	74%	84% a	87% a	91% abc	84%	84%	94% h	71%	94% h	75%	87% j	90% o	**	94% o	71%	94%	**
Fairly difficult	67	20	13	23	11	5	62	20	47	4	22	45	2	**	18	44	4	**
	5%	7% d	5%	5%	3%	5%	5%	3%	8% gi	3%	6%	5%	4%	**	3%	8% n	3%	**
Very difficult	36	10	4	13	9	5	31	13	23	3	11	25	3	**	10	21	3	**
	3%	3%	2%	3%	3%	6% f	2%	2%	4% g	2%	3%	3%	6% n	**	1%	4% n	2%	**
TOTAL DIFFICULT	103	31	17	36	19	10	93	33	70	7	33	69	6	**	28	65	7	**
	8%	10% d	7%	7%	6%	11%	7%	4%	12% gi	5%	9%	7%	10% n	**	4%	12% n	5%	**
Don't know	112	49	23	31	10	5	107	12	100	1	55	55	-	**	12	95	1	**
	8%	16% bcd	9% d	6% d	3%	5%	9%	2%	17% gi	1%	16% k	6%	-%	**	2%	17% ln	1%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 93**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Very easy	710	129	311	204	47	65	18	280	274	156	368	342	188	227	120	175	415	295	627	83
	52%	54%	57%	52%	42%	36%	27%	54%	57%	44%	54%	51%	53%	53%	52%	52%	53%	52%	53%	50%
		def	def	def	f	f		i	i											
Fairly easy	429	77	179	117	33	56	23	175	152	102	209	220	115	142	78	94	257	172	368	61
	32%	33%	33%	30%	30%	31%	33%	34%	32%	28%	31%	32%	32%	33%	34%	28%	33%	30%	31%	36%
								i						o	o					
TOTAL EASY	1138	206	490	321	80	121	41	455	426	258	577	561	303	369	197	269	672	467	995	144
	84%	87%	90%	82%	71%	67%	60%	88%	89%	72%	85%	83%	85%	87%	85%	80%	86%	82%	84%	86%
		def	cdef	def	f			i	i				o	o	o		q			
Fairly difficult	67	12	18	23	7	15	8	22	18	27	28	39	18	16	11	22	34	32	60	7
	5%	5%	3%	6%	6%	8%	11%	4%	4%	8%	4%	6%	5%	4%	5%	6%	4%	6%	5%	4%
				b	b	b	abc			gh						m				
Very difficult	36	2	10	16	5	8	3	8	10	19	16	20	9	9	6	13	17	19	30	6
	3%	1%	2%	4%	4%	4%	4%	1%	2%	5%	2%	3%	2%	2%	2%	4%	2%	3%	3%	4%
				ab	ab	ab	a			gh						m				
TOTAL DIFFICULT	103	14	28	39	12	22	11	29	28	46	44	59	27	25	17	35	52	51	90	13
	8%	6%	5%	10%	10%	12%	16%	6%	6%	13%	6%	9%	7%	6%	7%	10%	7%	9%	8%	8%
				ab	ab	ab	abc			gh		j				m		p		
Don't know	112	18	28	30	20	37	16	33	24	55	57	55	28	33	18	34	61	51	102	10
	8%	7%	5%	8%	18%	20%	24%	6%	5%	15%	8%	8%	8%	8%	8%	10%	8%	9%	9%	6%
					abc	abc	abc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 93**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Very easy	710	594	68	34	**	194	147	95	80	44	63
	52%	52%	61% a	51%	**	54%	50%	48%	57% g	54%	59% fg
Fairly easy	429	365	31	19	**	114	94	67	45	23	32
	32%	32%	28%	29%	**	32%	32%	34%	32%	28%	30%
TOTAL EASY	1138	959	99	53	**	308	241	162	125	67	95
	84%	84%	89% c	80%	**	86%	83%	82%	88% fg	82%	90% fgi
Fairly difficult	67	58	2	4	**	20	18	10	6	4	2
	5%	5% b	1%	7% b	**	6% j	6% j	5%	4%	4%	2%
Very difficult	36	27	3	4	**	6	5	6	2	5	3
	3%	2%	3%	5%	**	2%	2%	3%	1%	6% efh	3%
TOTAL DIFFICULT	103	85	5	8	**	27	23	16	8	9	5
	8%	7%	4%	12% b	**	8%	8%	8%	5%	11% j	5%
Don't know	112	91	8	5	**	23	27	20	9	6	6
	8%	8%	7%	8%	**	6%	9%	10% e	6%	8%	6%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 94**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by SWITCHED LAST 2 YEARS**

Base : Those with a mobile phone, where the bill is paid within the household

		<b>SWITCHED LAST 2 YEARS</b>
	<b>Total</b>	<b>ALL</b>
Unweighted total	2278	411
Effective Weighted Sample	2147	389
Total	1353	250
Very easy	710 52%	152 61%
Fairly easy	429 32%	87 35%
TOTAL EASY	1138 84%	239 96%
Fairly difficult	67 5%	7 3%
Very difficult	36 3%	3 1%
TOTAL DIFFICULT	103 8%	10 4%
Don't know	112 8%	1 *%

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 95**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCH	STANDAL ONE NON SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	j	k	~l	~m	n	o	p	~q
Unweighted total	2107	493	396	774	444	-	2107	1160	947	188	618	1460	-	-	1160	947	178	10
Effective Weighted Sample	1987	463	371	732	422	-	1987	1097	892	178	579	1383	-	-	1097	892	169	10
Total	1261	283	232	470	276	-	1261	710	551	115	351	893	-	-	710	551	109	5
Very easy	659	122	103	280	154	**	659	451	209	72	156	495	**	**	451	209	69	**
	52%	43%	44%	60% ab	56% ab	**	52%	63% h	38% h	62% h	44%	55% j	**	**	63% o	38%	63%	**
Fairly easy	401	84	92	129	96	**	401	220	181	37	107	289	**	**	220	181	34	**
	32%	30%	39% ac	27% a	35% c	**	32%	31%	33%	32%	31%	32%	**	**	31%	33%	31%	**
TOTAL EASY	1060	207	194	409	250	**	1060	670	390	109	263	784	**	**	670	390	103	**
	84%	73%	84% a	87% a	91% ab	**	84%	94% h	71% h	95% h	75%	88% j	**	**	94% o	71%	94%	**
Fairly difficult	62	19	13	21	10	**	62	18	44	4	22	40	**	**	18	44	4	**
	5%	7% d	6%	4%	3%	**	5%	3%	8% gi	3%	6%	4%	**	**	3%	8% n	3%	**
Very difficult	31	10	4	11	7	**	31	10	21	2	11	19	**	**	10	21	2	**
	2%	3%	2%	2%	2%	**	2%	1%	4% g	2%	3%	2%	**	**	1%	4% n	2%	**
TOTAL DIFFICULT	93	28	17	32	16	**	93	28	65	6	33	59	**	**	28	65	6	**
	7%	10% cd	7%	7%	6%	**	7%	4%	12% gi	5%	9% k	7%	**	**	4%	12% n	5%	**
Don't know	107	47	21	30	10	**	107	12	95	1	55	50	**	**	12	95	1	**
	9%	17% bcd	9% d	6% d	3%	**	9%	2%	17% qi	1%	16% k	6%	**	**	2%	17% n	1%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 95**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2107	352	734	659	227	362	135	736	711	660	1028	1079	467	681	460	499	1148	959	1843	264
Effective Weighted Sample	1987	340	711	631	222	354	132	711	676	633	972	1018	455	652	449	477	1093	899	1739	248
Total	1261	233	509	355	101	163	62	498	441	322	637	624	337	387	215	323	723	537	1105	155
Very easy	659	127	288	186	42	59	17	269	251	139	344	315	175	206	109	169	381	278	582	77
	52%	54%	56%	52%	42%	36%	28%	54%	57%	43%	54%	51%	52%	53%	51%	52%	53%	52%	53%	49%
		def	def	def	f			i	i											
Fairly easy	401	75	169	108	29	50	21	168	141	91	197	204	111	127	73	90	238	163	344	57
	32%	32%	33%	30%	29%	31%	33%	34%	32%	28%	31%	33%	33%	33%	34%	28%	33%	30%	31%	36%
								i							o					
TOTAL EASY	1060	201	456	294	71	109	38	437	393	230	541	519	286	333	182	259	619	441	927	134
	84%	86%	90%	83%	70%	67%	61%	88%	89%	72%	85%	83%	85%	86%	85%	80%	86%	82%	84%	86%
		def	cdef	def				i	i					o			q			
Fairly difficult	62	12	16	20	7	13	7	20	17	24	27	35	18	15	10	19	33	30	56	6
	5%	5%	3%	6%	7%	8%	11%	4%	4%	8%	4%	6%	5%	4%	5%	6%	5%	6%	5%	4%
				b	b	b	abc			gh										
Very difficult	31	2	10	13	3	6	3	8	8	15	14	17	6	7	5	13	13	18	25	6
	2%	1%	2%	4%	3%	4%	4%	2%	2%	5%	2%	3%	2%	2%	2%	4%	2%	3%	2%	4%
				a	a	a	a			gh						lm		p		
TOTAL DIFFICULT	93	14	26	33	10	19	9	28	25	40	41	52	24	22	15	32	45	48	81	12
	7%	6%	5%	9%	10%	12%	15%	6%	6%	12%	7%	8%	7%	6%	7%	10%	6%	9%	7%	8%
				b	b	ab	ab			gh						m		p		
Don't know	107	18	27	28	20	35	15	32	23	52	55	53	27	32	17	31	59	48	98	10
	9%	8%	5%	8%	19%	21%	24%	7%	5%	16%	9%	8%	8%	8%	8%	10%	8%	9%	9%	6%
				b	abc	abc	abc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 95**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, not in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	~i	j
Unweighted total	2107	1755	173	110	69	567	482	329	224	79	186
Effective Weighted Sample	1987	1655	164	104	65	537	456	309	212	74	175
Total	1261	1054	104	63	39	344	291	196	140	47	105
Very easy	659	554	62	31	**	186	147	93	79	**	63
	52%	53%	60%	49%	**	54%	51%	47%	56%	**	60%
									g		fg
Fairly easy	401	339	29	19	**	111	93	67	45	**	31
	32%	32%	28%	30%	**	32%	32%	34%	32%	**	30%
TOTAL EASY	1060	892	91	50	**	297	240	159	124	**	94
	84%	85%	88%	79%	**	86%	83%	81%	88%	**	89%
									fg		fg
Fairly difficult	62	54	2	4	**	20	18	10	6	**	2
	5%	5%	1%	7%	**	6%	6%	5%	4%	**	2%
		b		b		j	j				
Very difficult	31	22	3	4	**	6	5	6	2	**	3
	2%	2%	3%	6%	**	2%	2%	3%	1%	**	3%
				a							
TOTAL DIFFICULT	93	75	5	8	**	26	23	16	8	**	5
	7%	7%	4%	13%	**	8%	8%	8%	5%	**	5%
				ab							
Don't know	107	87	8	5	**	21	27	20	9	**	6
	9%	8%	8%	8%	**	6%	9%	10%	6%	**	6%
						e	e				

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 96**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, in a bundle of services, where the bill is paid within the household

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
														STANDAL				
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	SWITCHE RS	NON-SWITCHERS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	~i	~j	k	l	~m	~n	~o	~p	~q
Unweighted total	171	36	30	56	49	171	-	113	58	30	-	171	113	58	-	-	22	8
Effective Weighted Sample	161	34	29	52	46	161	-	107	54	29	-	161	107	54	-	-	21	8
Total	93	18	17	29	28	93	-	61	32	17	-	93	61	32	-	-	13	4
Very easy	50	**	**	**	**	50	**	37	**	**	**	50	37	**	**	**	**	**
	54%	**	**	**	**	54%	**	60%	**	**	**	54%	60%	**	**	**	**	**
Fairly easy	28	**	**	**	**	28	**	19	**	**	**	28	19	**	**	**	**	**
	30%	**	**	**	**	30%	**	30%	**	**	**	30%	30%	**	**	**	**	**
TOTAL EASY	78	**	**	**	**	78	**	55	**	**	**	78	55	**	**	**	**	**
	84%	**	**	**	**	84%	**	90%	**	**	**	84%	90%	**	**	**	**	**
Fairly difficult	5	**	**	**	**	5	**	2	**	**	**	5	2	**	**	**	**	**
	5%	**	**	**	**	5%	**	4%	**	**	**	5%	4%	**	**	**	**	**
Very difficult	5	**	**	**	**	5	**	3	**	**	**	5	3	**	**	**	**	**
	6%	**	**	**	**	6%	**	6%	**	**	**	6%	6%	**	**	**	**	**
TOTAL DIFFICULT	10	**	**	**	**	10	**	6	**	**	**	10	6	**	**	**	**	**
	11%	**	**	**	**	11%	**	10%	**	**	**	11%	10%	**	**	**	**	**
Don't know	5	**	**	**	**	5	**	-	**	**	**	5	-	**	**	**	**	**
	5%	**	**	**	**	5%	**	-%	**	**	**	5%	-%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 96**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by MOBILE CROSS-BREAKS

Base : Those responsible for a mobile phone, in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	171	8	55	70	23	38	15	30	63	78	70	101	31	76	38	26	107	64	150	21
Effective Weighted Sample	161	8	53	68	23	37	15	29	60	76	66	96	29	73	37	25	101	61	141	20
Total	93	5	37	34	10	17	7	20	37	36	40	53	21	40	17	15	61	32	81	12
Very easy	50	**	**	**	**	**	**	**	**	**	**	27	**	**	**	**	33	**	44	**
	54%	**	**	**	**	**	**	**	**	**	**	51%	**	**	**	**	55%	**	55%	**
Fairly easy	28	**	**	**	**	**	**	**	**	**	**	15	**	**	**	**	20	**	24	**
	30%	**	**	**	**	**	**	**	**	**	**	29%	**	**	**	**	32%	**	29%	**
TOTAL EASY	78	**	**	**	**	**	**	**	**	**	**	42	**	**	**	**	53	**	68	**
	84%	**	**	**	**	**	**	**	**	**	**	80%	**	**	**	**	87%	**	84%	**
Fairly difficult	5	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**	2	**	4	**
	5%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**	3%	**	5%	**
Very difficult	5	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**	4	**	5	**
	6%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	7%	**	6%	**
TOTAL DIFFICULT	10	**	**	**	**	**	**	**	**	**	**	8	**	**	**	**	6	**	9	**
	11%	**	**	**	**	**	**	**	**	**	**	15%	**	**	**	**	10%	**	11%	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	1	**	4	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	**	2%	**	5%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 96**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by MOBILE CROSS-BREAKS**

Base : Those responsible for a mobile phone, in a bundle of services, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	171	149	14	7	1	24	1	6	1	66	1
Effective Weighted Sample	161	140	13	7	1	23	1	6	1	62	1
Total	93	81	8	4	1	14	*	3	1	36	*
Very easy	50	40	**	**	**	**	**	**	**	**	**
	54%	50%	**	**	**	**	**	**	**	**	**
Fairly easy	28	26	**	**	**	**	**	**	**	**	**
	30%	32%	**	**	**	**	**	**	**	**	**
TOTAL EASY	78	66	**	**	**	**	**	**	**	**	**
	84%	82%	**	**	**	**	**	**	**	**	**
Fairly difficult	5	5	**	**	**	**	**	**	**	**	**
	5%	6%	**	**	**	**	**	**	**	**	**
Very difficult	5	5	**	**	**	**	**	**	**	**	**
	6%	7%	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	10	10	**	**	**	**	**	**	**	**	**
	11%	13%	**	**	**	**	**	**	**	**	**
Don't know	5	4	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 97**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **MOBILE CROSS-BREAKS**

Base : Those who have never changed their mobile phone service provider

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	ONE NON SWITCHERS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	~e	f	~g	h	~i	j	k	~l	~m	~n	o	~p	~q
Unweighted total	1005	338	220	345	102	58	947	-	1005	-	348	643	-	58	-	947	-	-
Effective Weighted Sample	946	316	206	327	97	54	892	-	946	-	326	607	-	54	-	892	-	-
Total	582	187	127	206	62	32	551	-	582	-	191	382	-	32	-	551	-	-
Very easy	222	63	37	99	23	**	209	**	222	**	58	160	**	**	**	209	**	**
	38%	34%	29%	48%	38%	**	38%	**	38%	**	30%	42%	**	**	**	38%	**	**
				ab								j						
Fairly easy	191	54	56	56	24	**	181	**	191	**	57	132	**	**	**	181	**	**
	33%	29%	44%	27%	39%	**	33%	**	33%	**	30%	34%	**	**	**	33%	**	**
			ac		ac													
TOTAL EASY	413	117	94	155	48	**	390	**	413	**	115	292	**	**	**	390	**	**
	71%	62%	74%	75%	77%	**	71%	**	71%	**	60%	76%	**	**	**	71%	**	**
			a	a	a							j						
Fairly difficult	47	17	10	15	5	**	44	**	47	**	18	29	**	**	**	44	**	**
	8%	9%	8%	7%	7%	**	8%	**	8%	**	9%	8%	**	**	**	8%	**	**
Very difficult	23	9	4	8	3	**	21	**	23	**	8	15	**	**	**	21	**	**
	4%	5%	3%	4%	4%	**	4%	**	4%	**	4%	4%	**	**	**	4%	**	**
TOTAL DIFFICULT	70	26	14	22	7	**	65	**	70	**	25	43	**	**	**	65	**	**
	12%	14%	11%	11%	12%	**	12%	**	12%	**	13%	11%	**	**	**	12%	**	**
Don't know	100	44	19	29	7	**	95	**	100	**	51	46	**	**	**	95	**	**
	17%	24%	15%	14%	11%	**	17%	**	17%	**	27%	12%	**	**	**	17%	**	**
		bcd									k							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 97**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by MOBILE CROSS-BREAKS

Base : Those who have never changed their mobile phone service provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1005	154	311	304	133	236	103	322	297	386	478	527	213	332	217	243	545	460	858	147
Effective Weighted Sample	946	149	301	291	130	230	101	311	282	372	450	496	206	317	212	231	517	431	808	138
Total	582	101	213	161	60	107	47	216	181	185	286	296	149	183	99	151	332	250	498	84
Very easy	222 38%	39 38%	107 50%	52 32%	15 24%	24 22%	9 20%	94 44%	79 44%	49 26%	122 43%	100 34%	60 40%	77 42%	35 35%	51 34%	137 41%	85 34%	191 38%	31 37%
		def	acdef	ef				i	i		k						q			
Fairly easy	191 33%	37 37%	64 30%	59 37%	17 29%	30 28%	13 27%	71 33%	67 37%	52 28%	92 32%	99 33%	47 31%	63 34%	35 35%	45 30%	110 33%	81 32%	158 32%	33 39%
				e					i											
TOTAL EASY	413 71%	76 75%	171 80%	112 69%	32 53%	54 50%	22 47%	165 77%	146 81%	101 55%	214 75%	199 67%	107 72%	140 76%	70 70%	96 64%	247 74%	166 66%	349 70%	64 76%
		def	cdef	def				i	i		k			o			q			
Fairly difficult	47 8%	9 9%	11 5%	14 8%	7 11%	12 11%	6 12%	16 8%	10 5%	21 11%	16 6%	31 10%	12 8%	13 7%	8 9%	14 9%	25 7%	22 9%	41 8%	6 7%
					b	b	b			h		j								
Very difficult	23 4%	1 1%	6 3%	11 7%	2 4%	5 5%	3 6%	5 2%	5 3%	13 7%	8 3%	15 5%	5 3%	4 2%	4 4%	10 7%	9 3%	14 6%	19 4%	4 5%
				ab			a			gh						m		p		
TOTAL DIFFICULT	70 12%	11 10%	17 8%	24 15%	9 15%	17 16%	9 18%	21 10%	15 8%	34 18%	24 8%	46 15%	17 11%	17 9%	12 12%	24 16%	33 10%	36 14%	59 12%	10 12%
				b	b	b	b			gh		j				m		p		
Don't know	100 17%	15 14%	25 12%	25 16%	19 32%	36 33%	16 35%	29 14%	20 11%	51 27%	48 17%	52 17%	25 17%	27 15%	17 17%	31 20%	52 16%	48 19%	90 18%	10 12%
					abc	abc	abc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 97**

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

**QM7b. How easy or difficult was it/ do you think it would be to change your mobile phone service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by MOBILE CROSS-BREAKS**

Base : Those who have never changed their mobile phone service provider

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h	~i	~j
Unweighted total	1005	826	71	52	56	254	255	163	76	64	72
Effective Weighted Sample	946	777	67	49	53	240	241	153	72	60	68
Total	582	480	41	30	32	150	151	91	49	36	40
Very easy	222	183	**	**	**	61	59	30	**	**	**
	38%	38%	**	**	**	41%	39%	33%	**	**	**
Fairly easy	191	157	**	**	**	50	50	33	**	**	**
	33%	33%	**	**	**	33%	33%	37%	**	**	**
TOTAL EASY	413	340	**	**	**	110	109	63	**	**	**
	71%	71%	**	**	**	74%	72%	69%	**	**	**
Fairly difficult	47	41	**	**	**	14	13	8	**	**	**
	8%	8%	**	**	**	9%	8%	9%	**	**	**
Very difficult	23	18	**	**	**	5	4	3	**	**	**
	4%	4%	**	**	**	3%	3%	4%	**	**	**
TOTAL DIFFICULT	70	59	**	**	**	19	17	12	**	**	**
	12%	12%	**	**	**	13%	11%	13%	**	**	**
Don't know	100	81	**	**	**	21	25	16	**	**	**
	17%	17%	**	**	**	14%	17%	18%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 98**

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

**QM8. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Again, thinking just about your mobile phone service rather any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your mobile phone network? Are you... by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCHES	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES		
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED		STANDALONE	EVER	NEVER		PAYG	CONTRACT					SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Actively looking for a new mobile phone service provider at the moment	27 2%	- -%	- -%	18 4% ab	9 3% ab	2 2%	25 2%	19 2%	8 1%	5 3% h	4 1%	23 2%	1 1%	** **	18 3% o	7 1%	5 4%	** **
Open to the idea of a new mobile phone service provider	223 16%	- -%	- -%	93 19% ab	130 43% abc	12 13%	210 17%	155 20% hi	68 12%	18 14%	42 12%	180 18% j	10 17%	** **	144 20% o	66 12%	17 14%	** **
Not interested in a new mobile phone service provider	1072 79%	289 96% cd	241 97% cd	380 76% d	161 53%	74 80%	998 79%	585 76%	487 84% g	106 81%	294 84% k	763 77%	47 77%	** **	538 76%	460 84% n	98 80%	** **
Don't know	32 2%	12 4% cd	8 3%	8 2%	5 2%	4 5%	28 2%	13 2%	19 3% g	3 2%	11 3%	20 2%	3 5% n	** **	10 1%	18 3% n	3 2%	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 98**

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

**QM8. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Again, thinking just about your mobile phone service rather any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your mobile phone network? Are you...  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Actively looking for a new mobile phone service provider at the moment	27 2%	3 1%	11 2%	12 3% ade	1 1%	1 1%	* 1%	11 2%	8 2%	8 2%	16 2%	11 2%	6 2%	11 2%	4 2%	7 2%	16 2%	11 2%	22 2%	5 3%
Open to the idea of a new mobile phone service provider	223 16%	60 25% bcdef	98 18% cdef	51 13% ef	10 9%	14 8%	4 6%	117 23% hi	70 15% i	36 10%	122 18% k	100 15%	61 17%	74 17%	35 15%	53 16%	135 17%	88 15%	189 16%	34 20%
Not interested in a new mobile phone service provider	1072 79%	167 70%	428 78% a	316 81% a	99 88% abc	159 88% abc	61 89% abc	377 73%	390 82% g	305 85% g	524 77%	548 81% j	286 80%	333 78%	188 81%	265 79%	619 79%	453 80%	944 80%	128 76%
Don't know	32 2%	7 3%	9 2%	10 3%	3 2%	6 3%	3 5% b	13 3%	10 2%	9 3%	15 2%	17 3%	5 1%	10 2%	5 2%	12 4% l	15 2%	18 3%	31 3%	2 1%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 98**

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

**QM8. (SAY TO THOSE WITH MOBILE PHONE IN A PACKAGE - Again, thinking just about your mobile phone service rather any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your mobile phone network? Are you...  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	NATION					MOBILE NETWORK					
	Total	ENG- LAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	EE e	O2 f	VODA- FONE g	3 h	VIRGIN i	TESCO j
Significance Level: 95%											
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Actively looking for a new mobile phone service provider at the moment	27 2%	24 2%	1 1%	* 1%	** **	8 2%	5 2%	3 2%	5 3%	2 2%	2 2%
Open to the idea of a new mobile phone service provider	223 16%	193 17%	15 14%	10 14%	** **	62 17%	43 15%	36 18%	27 19%	10 12%	17 16%
Not interested in a new mobile phone service provider	1072 79%	889 78%	95 85% a	55 84%	** **	280 78%	238 82%	155 78%	107 76%	66 80%	85 81%
Don't know	32 2%	29 3%	1 1%	1 1%	** **	8 2%	6 2%	4 2%	2 2%	4 5% fj	1 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 99**

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

**QM9a. Have you considered changing mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone service provider?**

**by MOBILE CROSS-BREAKS**

Base : Those who have not changed mobile phone service provider in the last 12 months and who are not actively looking for a new mobile phone service provider at the moment

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCHE	STANDAL ONE NON SWITCHE		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED		STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	2022	529	426	706	361	137	1885	1031	991	-	564	1432	81	56	950	935	-	-
Effective Weighted Sample	1905	496	400	667	343	129	1777	973	933	-	528	1354	76	53	898	880	-	-
Total	1200	301	249	425	224	74	1126	626	574	-	318	867	44	30	582	544	-	-
Yes - in the last 6 months	76	-	6	7	63	7	69	47	29	**	11	65	**	**	44	26	**	**
	6%	-%	2%	2%	28%	10%	6%	8%	5%	**	3%	8%	**	**	8%	5%	**	**
			a	a	abc			h				j			o			
Yes - 6 to 12 months ago	39	-	3	10	26	3	36	27	12	**	9	30	**	**	24	12	**	**
	3%	-%	1%	2%	11%	4%	3%	4%	2%	**	3%	3%	**	**	4%	2%	**	**
			a	a	abc			h							o			
Yes - 13 to 18 months ago	47	2	5	25	16	1	46	40	7	**	9	38	**	**	39	7	**	**
	4%	1%	2%	6%	7%	2%	4%	6%	1%	**	3%	4%	**	**	7%	1%	**	**
			ab	ab				h							o			
Yes - 1.5 to 2 years ago	54	3	7	19	25	5	49	46	8	**	9	44	**	**	42	7	**	**
	4%	1%	3%	5%	11%	7%	4%	7%	1%	**	3%	5%	**	**	7%	1%	**	**
			a	a	abc			h				j			o			
Yes - 2 to 3 years ago	76	17	16	35	8	4	72	68	8	**	23	52	**	**	65	7	**	**
	6%	6%	6%	8%	4%	6%	6%	11%	1%	**	7%	6%	**	**	11%	1%	**	**
			d	d				h							o			
Yes - more than 3 years ago	231	54	61	92	24	15	217	207	25	**	41	187	**	**	194	23	**	**
	19%	18%	25%	22%	11%	20%	19%	33%	4%	**	13%	22%	**	**	33%	4%	**	**
		d	ad	d				h				j			o			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 99**

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

**QM9a. Have you considered changing mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone service provider?**

**by MOBILE CROSS-BREAKS**

Base : Those who have not changed mobile phone service provider in the last 12 months and who are not actively looking for a new mobile phone service provider at the moment

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCHE	BUNDLE NON-SWIT	STANDAL ONE SWITCHE	STANDAL ONE NON SWITCHE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	2022	529	426	706	361	137	1885	1031	991	-	564	1432	81	56	950	935	-	-
Effective Weighted Sample	1905	496	400	667	343	129	1777	973	933	-	528	1354	76	53	898	880	-	-
Total	1200	301	249	425	224	74	1126	626	574	-	318	867	44	30	582	544	-	-
No - never considered changing mobile phone service provider	676	226	152	236	63	39	637	191	484	**	215	451	**	**	176	461	**	**
	56%	75%	61%	55%	28%	52%	57%	31%	84%	**	68%	52%	**	**	30%	85%	**	**
		bcd	d	d					g		k				n			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 99**

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

**QM9a. Have you considered changing mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone service provider?**

**by MOBILE CROSS-BREAKS**

Base : Those who have not changed mobile phone service provider in the last 12 months and who are not actively looking for a new mobile phone service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2022	306	704	642	227	370	143	661	685	676	969	1053	446	669	444	463	1115	907	1773	249
Effective Weighted Sample	1905	296	682	614	222	362	140	639	651	650	914	993	433	640	434	441	1060	850	1670	234
Total	1200	203	487	342	102	167	65	448	424	327	596	604	320	377	206	297	696	504	1055	145
Yes - in the last 6 months	76	15	37	19	3	5	2	39	23	14	39	37	20	23	15	18	43	33	66	10
	6%	7%	8%	5%	3%	3%	3%	9%	5%	4%	7%	6%	6%	6%	7%	6%	6%	7%	6%	7%
		de	de					hi												
Yes - 6 to 12 months ago	39	10	17	9	2	2	-	20	11	8	21	18	10	15	6	8	25	14	34	5
	3%	5%	4%	3%	2%	1%	-	4%	3%	2%	3%	3%	3%	4%	3%	3%	4%	3%	3%	3%
		ef	f	f																
Yes - 13 to 18 months ago	47	13	24	8	3	4	1	25	16	6	24	23	13	17	6	11	31	17	42	5
	4%	6%	5%	2%	3%	2%	1%	6%	4%	2%	4%	4%	4%	5%	3%	4%	4%	3%	4%	3%
		cef	ce					i	i											
Yes - 1.5 to 2 years ago	54	18	18	12	3	5	2	27	18	9	29	25	15	15	9	15	30	24	47	7
	4%	9%	4%	4%	3%	3%	3%	6%	4%	3%	5%	4%	5%	4%	5%	5%	4%	5%	4%	5%
		bcdef						i												
Yes - 2 to 3 years ago	76	17	34	20	2	5	2	31	31	14	42	34	22	22	9	22	44	31	68	8
	6%	8%	7%	6%	2%	3%	4%	7%	7%	4%	7%	6%	7%	6%	4%	8%	6%	6%	6%	5%
		de	de	de				i	i											
Yes - more than 3 years ago	231	23	106	76	20	27	6	66	111	54	104	127	63	71	41	56	135	97	212	19
	19%	11%	22%	22%	20%	16%	10%	15%	26%	17%	17%	21%	20%	19%	20%	19%	19%	19%	20%	13%
		aef	aef	aef	af	abc	abcd		gi			j							s	
No - never considered changing mobile phone service provider	676	107	252	198	68	119	51	241	214	221	337	338	176	212	121	167	388	287	585	91
	56%	53%	52%	58%	67%	71%	79%	54%	50%	68%	57%	56%	55%	56%	59%	56%	56%	57%	55%	63%
				b	abc	abc	abcd			gh										r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 99**

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

**QM9a. Have you considered changing mobile phone service provider? IF NECESSARY - Not the phone handset, but the company you pay for the calls you make? IF YES - When did you most recently consider changing mobile phone service provider?**

**by MOBILE CROSS-BREAKS**

Base : Those who have not changed mobile phone service provider in the last 12 months and who are not actively looking for a new mobile phone service provider at the moment

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2022	1691	167	102	62	539	447	302	189	133	170
Effective Weighted Sample	1905	1592	158	96	58	510	423	284	179	124	160
Total	1200	1005	101	58	35	326	270	178	119	75	95
Yes - in the last 6 months	76 6%	65 6%	5 4%	5 9%	** **	18 6%	14 5%	14 8%	11 9%	9 12% efj	4 4%
Yes - 6 to 12 months ago	39 3%	35 3%	3 3%	* 1%	** **	13 4%	7 3%	6 4%	6 5%	2 2%	3 3%
Yes - 13 to 18 months ago	47 4%	43 4% c	4 4%	- -%	** **	14 4%	10 4%	7 4%	3 3%	1 2%	4 4%
Yes - 1.5 to 2 years ago	54 4%	49 5% b	1 1%	3 5% b	** **	17 5%	10 4%	7 4%	3 3%	3 4%	7 7% h
Yes - 2 to 3 years ago	76 6%	64 6%	7 7%	3 6%	** **	22 7%	18 7%	9 5%	8 6%	2 3%	6 6%
Yes - more than 3 years ago	231 19%	193 19% c	30 29% ac	4 8%	** **	65 20%	44 16%	36 20%	32 27% f	14 18%	22 23%
No - never considered changing mobile phone service provider	676 56%	556 55%	52 52%	42 71% ab	** **	176 54%	167 62% eh	99 56%	57 48%	44 59% h	51 53%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 100**

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

**QM9b. And did you actively START LOOKING for an alternative mobile phone service provider?  
by MOBILE CROSS-BREAKS**

Base : Those who have considered changing their mobile phone service provider in the last 12 months

	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH		
									LAST 12 MONTHS				BUNDLE	BUNDLE	STANDAL ONE	ONE NON		
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER		PAYG	CON- TRACT	SWITCHE RS	NON-SWIT CHERS	SWITCHE RS	SWITCHE RS	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	d	~e	f	g	~h	~i	~j	k	~l	~m	n	~o	~p	~q
Unweighted total	185	-	14	29	142	16	169	118	67	-	33	152	11	5	107	62	-	-
Effective Weighted Sample	176	-	13	28	135	15	161	112	64	-	31	145	10	5	101	59	-	-
Total	115	-	9	18	89	10	105	74	41	-	20	95	7	3	67	38	-	-
Yes	55	**	**	**	41	**	48	36	**	**	**	43	**	**	32	**	**	**
	47%	**	**	**	46%	**	46%	49%	**	**	**	46%	**	**	47%	**	**	**
No	61	**	**	**	48	**	57	38	**	**	**	52	**	**	36	**	**	**
	53%	**	**	**	54%	**	54%	51%	**	**	**	54%	**	**	53%	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 100**

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

**QM9b. And did you actively START LOOKING for an alternative mobile phone service provider?  
by MOBILE CROSS-BREAKS**

Base : Those who have considered changing their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	185	39	77	52	12	17	5	86	55	44	96	89	40	63	43	39	103	82	160	25
Effective Weighted Sample	176	38	75	50	12	17	5	83	52	42	91	85	39	61	42	38	99	77	152	24
Total	115	25	55	28	5	8	2	59	34	22	60	55	30	38	20	27	68	47	100	15
Yes	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**	50	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	53%	**	49%	**
No	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**	51	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	**	51%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 100**

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

**QM9b. And did you actively START LOOKING for an alternative mobile phone service provider?  
by MOBILE CROSS-BREAKS**

Base : Those who have considered changing their mobile phone service provider in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	185	160	13	9	3	50	35	32	25	18	10
Effective Weighted Sample	176	152	12	9	3	48	33	30	24	17	10
Total	115	100	8	6	2	31	22	20	16	10	6
Yes	55	49	**	**	**	**	**	**	**	**	**
	47%	49%	**	**	**	**	**	**	**	**	**
No	61	51	**	**	**	**	**	**	**	**	**
	53%	51%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 101**

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
CHANGED NETWORK IN LAST 12 MONTHS	131 10%	- -%	- -%	56 11% ab	76 25% abc	17 18% f	115 9%	131 17% h	- -%	131 100% gh	30 9%	100 10%	17 27% no	** **	115 16% o	- -%	122 100%	** **
ACTIVELY LOOKING AT THE MOMENT	22 2%	- -%	- -%	18 4% abd	4 1% ab	2 2%	20 2%	14 2% i	8 1%	- -%	3 1%	19 2%	1 1%	** **	13 2%	7 1%	- -%	** **
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55 4%	- -%	- -%	13 3% ab	41 14% abc	7 7% f	48 4%	36 5% i	19 3% i	- -%	11 3%	43 4%	4 7% o	** **	32 4%	16 3%	- -%	** **
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	61 4%	- -%	9 3% ac	4 1% a	48 16% abc	3 4%	57 5%	38 5% i	23 4% i	- -%	9 3%	52 5% j	2 4%	** **	36 5%	22 4%	- -%	** **
NONE OF THESE	1084 80%	301 100% bcd	240 97% cd	408 82% d	136 45%	64 69%	1020 81% e	552 72% i	533 91% gi	- -%	297 85% k	772 78%	37 61%	** **	515 72% l	506 92% ln	- -%	** **
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 101**

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
CHANGED NETWORK IN LAST 12 MONTHS	131	33	48	39	9	12	3	60	47	25	68	63	33	41	22	35	75	57	113	18
	10%	14%	9%	10%	8%	6%	4%	12%	10%	7%	10%	9%	9%	10%	9%	10%	10%	10%	10%	11%
		bdef	f	ef				i	i											
ACTIVELY LOOKING AT THE MOMENT	22	2	11	9	1	1	*	10	6	6	13	9	4	9	4	5	13	9	18	5
	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%
				e																
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55	11	28	12	2	4	1	27	17	11	26	28	17	19	7	11	36	19	50	5
	4%	4%	5%	3%	2%	2%	2%	5%	4%	3%	4%	4%	5%	4%	3%	3%	5%	3%	4%	3%
			de					i												
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	61	15	27	16	3	4	1	32	17	12	33	27	13	19	13	15	32	29	51	10
	4%	6%	5%	4%	3%	2%	1%	6%	4%	3%	5%	4%	4%	5%	6%	5%	4%	5%	4%	6%
		ef	ef					hi												
NONE OF THESE	1084	178	433	314	96	159	63	389	390	305	536	548	290	338	186	270	628	456	954	130
	80%	75%	79%	81%	86%	89%	92%	75%	82%	85%	79%	81%	81%	79%	80%	80%	80%	80%	80%	78%
				a	abc	abc	abc		g	g										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 101**

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
CHANGED NETWORK IN LAST 12 MONTHS	131	110	10	8	**	25	18	19	18	6	9
	10%	10%	9%	12%	**	7%	6%	10%	13% ef	7%	8%
ACTIVELY LOOKING AT THE MOMENT	22	19	1	*	**	6	4	2	4	2	2
	2%	2%	1%	1%	**	2%	1%	1%	3%	2%	2%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55	49	4	1	**	14	9	11	7	5	4
	4%	4%	3%	2%	**	4%	3%	5%	5%	6%	4%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	61	51	4	4	**	17	13	10	10	5	3
	4%	5%	3%	7%	**	5%	4%	5%	7% j	7%	3%
NONE OF THESE	1084	905	93	53	**	295	248	158	103	64	89
	80%	80%	83%	79%	**	82% h	85% ghi	79%	73%	78%	84% h

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 102**

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

**MOBILE PHONE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
	Total																	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
SWITCHED ONLY THIS SERVICE	122	-	-	52	70	13	109	122	-	122	30	90	13	**	109	-	122	**
	9%	-%	-%	10% ab	23% abc	14% f	9%	16% h	-%	93% gh	9%	9%	21% o	**	15% o	-%	100%	**
SWITCHED TWO SERVICES INCLUDING THIS	3	-	-	2	1	1	2	3	-	3	-	3	1	**	2	-	-	**
	*%	-%	-%	*%	*%	1% f	*%	*%	-%	2% gh	-%	*%	2% no	**	*%	-%	-%	**
SWITCHED THREE SERVICES INCLUDING THIS	7	-	-	2	5	3	4	7	-	7	-	7	3	**	4	-	-	**
	1%	-%	-%	*%	2% abc	3% f	*%	1% h	-%	5% gh	-%	1% j	5% no	**	1% o	-%	-%	**
NOT SWITCHED IN LAST 12 MONTHS	1222	301	249	444	229	76	1146	640	582	-	321	886	45	**	595	551	-	**
	90%	100% cd	100% cd	89% d	75%	82%	91% e	83% i	100% gi	-%	91%	90%	73%	**	84% l	100% ln	-%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 102**

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

**MOBILE PHONE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
SWITCHED ONLY THIS SERVICE	122	32	44	35	8	10	2	58	43	21	62	60	32	38	19	33	70	52	106	16
	9%	14%	8%	9%	7%	6%	3%	11%	9%	6%	9%	9%	9%	9%	8%	10%	9%	9%	9%	10%
		bcdef	f	f				i	i											
SWITCHED TWO SERVICES INCLUDING THIS	3	1	1	1	*	1	*	1	1	1	2	*	*	*	1	1	1	2	2	*
	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
SWITCHED THREE SERVICES INCLUDING THIS	7	-	3	3	*	*	-	2	3	2	3	3	1	3	2	1	4	3	5	2
	1%	-%	1%	1%	*%	*%	-%	*%	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%
NOT SWITCHED IN LAST 12 MONTHS	1222	205	498	351	102	168	66	458	431	333	609	613	324	386	210	302	709	513	1073	149
	90%	86%	91%	90%	92%	94%	96%	88%	90%	93%	90%	91%	91%	90%	91%	90%	90%	90%	90%	89%
			a		a	ac	abc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 102**

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

**MOBILE PHONE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
SWITCHED ONLY THIS SERVICE	122 9%	101 9%	10 9%	8 12%	** **	23 7%	17 6%	18 9%	15 11% ef	4 5%	9 8%
SWITCHED TWO SERVICES INCLUDING THIS	3 *%	3 *%	- -%	- -%	** **	* *%	1 *%	- -%	1 *%	1 1%	- -%
SWITCHED THREE SERVICES INCLUDING THIS	7 1%	7 1%	- -%	- -%	** **	1 *%	- -%	* *%	2 1% f	1 1% f	- -%
NOT SWITCHED IN LAST 12 MONTHS	1222 90%	1025 90%	102 91%	59 88%	** **	333 93% h	273 94% h	180 90%	123 87%	77 93%	97 92%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 103**

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

**MOBILE - ACTIVITY IN LAST 12 MONTHS  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE			LAST				BUNDLE	BUNDLE	STAND	STAND		
	Total	INAC-	PASSIVE	INTER-	ENG-	BUNDLE	STAND-	EVER	NEVER	12	PAYG	CON-	SWITCHE	NON-SWIT	SWITCHE	ONE	ONE	
		TIVE		ESTED	AGED	ALONE				MONTHS		TRACT	RS	CHERS	RS	NON	NON	
Significance Level: 95%		a	b	c	d	~e	f	g	h	i	~j	k	~l	~m	n	o	p	~q
Unweighted total	1460	271	263	551	375	-	1460	875	585	136	-	1460	-	-	875	585	126	10
Effective Weighted Sample	1383	256	248	523	357	-	1383	830	553	129	-	1383	-	-	830	553	119	10
Total	893	163	160	337	234	-	893	543	350	83	-	893	-	-	543	350	78	5
CHANGED PROVIDER IN LAST 12 MONTHS	83	-	-	33	50	**	83	83	-	83	**	83	**	**	83	-	78	**
	9%	-%	-%	10% ab	22% abc	**	9%	15% h	-%	100% gh	**	9%	**	**	15% o	-%	100%	**
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	205	21	18	68	98	**	205	117	88	-	**	205	**	**	117	88	-	**
	23%	13%	11%	20% ab	42% abc	**	23%	22% i	25% i	-%	**	23%	**	**	22%	25%	-%	**
NEITHER OF THESE	605	142	142	236	85	**	605	343	262	-	**	605	**	**	343	262	-	**
	68%	87% cd	89% cd	70% d	36%	**	68%	63% i	75% gi	-%	**	68%	**	**	63% n	75% n	-%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 103**

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

**MOBILE - ACTIVITY IN LAST 12 MONTHS  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1460	264	569	476	106	151	45	560	550	350	694	766	376	516	309	259	892	568	1290	170
Effective Weighted Sample	1383	255	551	456	104	148	44	541	523	335	658	726	368	496	302	249	853	535	1222	161
Total	893	174	394	257	47	68	21	378	341	175	440	453	278	299	146	170	578	316	789	105
CHANGED PROVIDER IN LAST 12 MONTHS	83	21	33	24	5	5	**	40	31	12	43	41	27	26	14	17	52	31	73	11
	9%	12%	8%	9%	11%	8%	**	11%	9%	7%	10%	9%	10%	9%	9%	10%	9%	10%	9%	10%
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	205	37	93	59	12	16	**	83	81	41	108	97	71	68	34	33	138	67	182	23
	23%	21%	24%	23%	25%	24%	**	22%	24%	24%	24%	21%	25%	23%	23%	20%	24%	21%	23%	22%
NEITHER OF THESE	605	116	268	175	30	46	**	255	228	122	290	315	181	206	99	119	387	218	534	71
	68%	67%	68%	68%	64%	68%	**	67%	67%	70%	66%	70%	65%	69%	68%	70%	67%	69%	68%	68%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 103**

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

**MOBILE - ACTIVITY IN LAST 12 MONTHS  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, not in a bundle of services, where the bill is paid within the household and have a monthly contract/ postpay mobile phone package

	NATION					MOBILE NETWORK					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	j
Unweighted total	1460	1229	124	73	34	432	340	237	179	53	103
Effective Weighted Sample	1383	1164	118	69	32	411	323	224	169	49	98
Total	893	753	77	43	20	268	209	144	111	32	61
CHANGED PROVIDER IN LAST 12 MONTHS	83	73	6	**	**	17	14	17	13	**	5
	9%	10%	7%	**	**	6%	7%	12% ef	12% ef	**	9%
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	205	171	16	**	**	75	40	38	19	**	9
	23%	23%	21%	**	**	28% fhj	19%	27% fhj	17%	**	15%
NEITHER OF THESE	605	509	56	**	**	176	155	89	79	**	46
	68%	68%	72%	**	**	66%	74% eg	62%	71%	**	76% g

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 104**

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

**QM32. Which of the following best describes how you feel about your decision to switch mobile phone service provider? Would you say you are...**  
by MOBILE CROSS-BREAKS

Base : Those who have changed their mobile phone service provider in the last 12 months

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE			LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	ONE			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		CON-TRACT	SWITCHE	NON-SWIT	SWITCHE	NON	SINGLE	MULTIPLE	
		~a	~b	~c	d	~e	f	g	~h	i	~j	k	~l	~m	n	~o	p	~q
Significance Level: 95%																		
Unweighted total	218	-	-	93	125	30	188	218	-	218	49	166	30	-	188	-	200	18
Effective Weighted Sample	207	-	-	88	119	29	178	207	-	207	47	157	29	-	178	-	190	17
Total	131	-	-	56	76	17	115	131	-	131	30	100	17	-	115	-	122	9
Very happy	69	**	**	**	42	**	58	69	**	69	**	52	**	**	58	**	63	**
	52%	**	**	**	55%	**	51%	52%	**	52%	**	52%	**	**	51%	**	52%	**
Fairly happy	49	**	**	**	28	**	45	49	**	49	**	38	**	**	45	**	46	**
	38%	**	**	**	38%	**	39%	38%	**	38%	**	38%	**	**	39%	**	37%	**
TOTAL HAPPY	118	**	**	**	70	**	103	118	**	118	**	90	**	**	103	**	108	**
	90%	**	**	**	92%	**	90%	90%	**	90%	**	91%	**	**	90%	**	89%	**
Fairly unhappy	8	**	**	**	4	**	7	8	**	8	**	5	**	**	7	**	8	**
	6%	**	**	**	5%	**	6%	6%	**	6%	**	5%	**	**	6%	**	6%	**
Very unhappy	2	**	**	**	*	**	1	2	**	2	**	1	**	**	1	**	2	**
	2%	**	**	**	1%	**	1%	2%	**	2%	**	1%	**	**	1%	**	2%	**
TOTAL UNHAPPY	10	**	**	**	4	**	8	10	**	10	**	7	**	**	8	**	10	**
	7%	**	**	**	6%	**	7%	7%	**	7%	**	7%	**	**	7%	**	8%	**
Don't know	4	**	**	**	2	**	3	4	**	4	**	3	**	**	3	**	4	**
	3%	**	**	**	2%	**	3%	3%	**	3%	**	3%	**	**	3%	**	3%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 104**

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

**QM32. Which of the following best describes how you feel about your decision to switch mobile phone service provider? Would you say you are...**  
by **MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i			~l	~m	~n	~o	p	q	r	~s
Significance Level: 95%											j	k								
Unweighted total	218	51	70	70	21	27	6	91	77	50	108	110	46	72	46	54	118	100	189	29
Effective Weighted Sample	207	49	68	67	21	27	6	88	73	48	103	104	45	69	45	52	112	95	179	27
Total	131	33	48	39	9	12	3	60	47	25	68	63	33	41	22	35	75	57	113	18
Very happy	69	**	**	**	**	**	**	**	**	**	34	34	**	**	**	**	37	32	61	**
	52%	**	**	**	**	**	**	**	**	**	50%	54%	**	**	**	**	49%	56%	54%	**
Fairly happy	49	**	**	**	**	**	**	**	**	**	29	20	**	**	**	**	31	18	40	**
	38%	**	**	**	**	**	**	**	**	**	43%	32%	**	**	**	**	42%	32%	35%	**
TOTAL HAPPY	118	**	**	**	**	**	**	**	**	**	63	55	**	**	**	**	68	50	101	**
	90%	**	**	**	**	**	**	**	**	**	93%	86%	**	**	**	**	91%	88%	89%	**
Fairly unhappy	8	**	**	**	**	**	**	**	**	**	3	4	**	**	**	**	3	4	7	**
	6%	**	**	**	**	**	**	**	**	**	5%	7%	**	**	**	**	4%	8%	6%	**
Very unhappy	2	**	**	**	**	**	**	**	**	**	*	2	**	**	**	**	2	*	2	**
	2%	**	**	**	**	**	**	**	**	**	1%	2%	**	**	**	**	2%	1%	2%	**
TOTAL UNHAPPY	10	**	**	**	**	**	**	**	**	**	4	6	**	**	**	**	5	5	9	**
	7%	**	**	**	**	**	**	**	**	**	6%	9%	**	**	**	**	6%	9%	8%	**
Don't know	4	**	**	**	**	**	**	**	**	**	1	3	**	**	**	**	2	2	4	**
	3%	**	**	**	**	**	**	**	**	**	1%	5%	**	**	**	**	3%	3%	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 104**

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

**QM32. Which of the following best describes how you feel about your decision to switch mobile phone service provider? Would you say you are...**  
by **MOBILE CROSS-BREAKS**

Base : Those who have changed their mobile phone service provider in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	218	181	18	14	5	41	30	30	29	9	14
Effective Weighted Sample	207	172	17	13	5	39	29	28	28	8	13
Total	131	110	10	8	3	25	18	19	18	6	9
Very happy	69	58	**	**	**	**	**	**	**	**	**
	52%	53%	**	**	**	**	**	**	**	**	**
Fairly happy	49	42	**	**	**	**	**	**	**	**	**
	38%	38%	**	**	**	**	**	**	**	**	**
TOTAL HAPPY	118	101	**	**	**	**	**	**	**	**	**
	90%	91%	**	**	**	**	**	**	**	**	**
Fairly unhappy	8	6	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**
Very unhappy	2	2	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**
TOTAL UNHAPPY	10	8	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**
Don't know	4	2	**	**	**	**	**	**	**	**	**
	3%	2%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 105**

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

**QM39. Which of the following best describes how you feel about your decision NOT to switch mobile phone service provider? Would you say you are...**  
by **MOBILE CROSS-BREAKS**

Base : Those who have considered changing their mobile phone service provider in the last 12 months

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE			LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL ONE	STANDAL ONE			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		CON-TRACT	SWITCHE RS	NON-SWITCHERS	SWITCHE RS	NON-SWITCHE RS	SINGLE	MULTIPLE	
Significance Level: 95%		~a	~b	~c	d	~e	f	g	~h	~i	~j	k	~l	~m	n	~o	~p	~q
Unweighted total	185	-	14	29	142	16	169	118	67	-	33	152	11	5	107	62	-	-
Effective Weighted Sample	176	-	13	28	135	15	161	112	64	-	31	145	10	5	101	59	-	-
Total	115	-	9	18	89	10	105	74	41	-	20	95	7	3	67	38	-	-
Very happy	24	**	**	**	17	**	21	15	**	**	**	20	**	**	14	**	**	**
	21%	**	**	**	20%	**	20%	20%	**	**	**	21%	**	**	21%	**	**	**
Fairly happy	58	**	**	**	43	**	52	37	**	**	**	48	**	**	34	**	**	**
	50%	**	**	**	48%	**	50%	50%	**	**	**	50%	**	**	50%	**	**	**
TOTAL HAPPY	82	**	**	**	60	**	74	52	**	**	**	68	**	**	47	**	**	**
	71%	**	**	**	67%	**	70%	70%	**	**	**	72%	**	**	70%	**	**	**
Fairly unhappy	20	**	**	**	15	**	18	14	**	**	**	15	**	**	12	**	**	**
	17%	**	**	**	17%	**	17%	18%	**	**	**	16%	**	**	18%	**	**	**
Very unhappy	3	**	**	**	3	**	3	3	**	**	**	3	**	**	2	**	**	**
	3%	**	**	**	4%	**	3%	4%	**	**	**	3%	**	**	4%	**	**	**
TOTAL UNHAPPY	23	**	**	**	19	**	21	16	**	**	**	18	**	**	14	**	**	**
	20%	**	**	**	21%	**	20%	22%	**	**	**	19%	**	**	21%	**	**	**
Don't know	11	**	**	**	10	**	11	6	**	**	**	9	**	**	6	**	**	**
	9%	**	**	**	11%	**	10%	8%	**	**	**	9%	**	**	9%	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 105**

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

**QM39. Which of the following best describes how you feel about your decision NOT to switch mobile phone service provider? Would you say you are...**  
by MOBILE CROSS-BREAKS

Base : Those who have considered changing their mobile phone service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	185	39	77	52	12	17	5	86	55	44	96	89	40	63	43	39	103	82	160	25
Effective Weighted Sample	176	38	75	50	12	17	5	83	52	42	91	85	39	61	42	38	99	77	152	24
Total	115	25	55	28	5	8	2	59	34	22	60	55	30	38	20	27	68	47	100	15
Very happy	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**	21	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	21%	**
Fairly happy	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	35	**	50	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**	50%	**
TOTAL HAPPY	82	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49	**	71	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	72%	**	71%	**
Fairly unhappy	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11	**	17	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%	**	17%	**
Very unhappy	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	2%	**
TOTAL UNHAPPY	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**	19	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**	19%	**
Don't know	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	10	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	10%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 105**

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

**QM39. Which of the following best describes how you feel about your decision NOT to switch mobile phone service provider? Would you say you are...**  
by **MOBILE CROSS-BREAKS**

Base : Those who have considered changing their mobile phone service provider in the last 12 months

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	185	160	13	9	3	50	35	32	25	18	10
Effective Weighted Sample	176	152	12	9	3	48	33	30	24	17	10
Total	115	100	8	6	2	31	22	20	16	10	6
Very happy	24	22	**	**	**	**	**	**	**	**	**
	21%	22%	**	**	**	**	**	**	**	**	**
Fairly happy	58	51	**	**	**	**	**	**	**	**	**
	50%	51%	**	**	**	**	**	**	**	**	**
TOTAL HAPPY	82	73	**	**	**	**	**	**	**	**	**
	71%	72%	**	**	**	**	**	**	**	**	**
Fairly unhappy	20	16	**	**	**	**	**	**	**	**	**
	17%	16%	**	**	**	**	**	**	**	**	**
Very unhappy	3	2	**	**	**	**	**	**	**	**	**
	3%	2%	**	**	**	**	**	**	**	**	**
TOTAL UNHAPPY	23	18	**	**	**	**	**	**	**	**	**
	20%	18%	**	**	**	**	**	**	**	**	**
Don't know	11	9	**	**	**	**	**	**	**	**	**
	9%	9%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 106**

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

**QM19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (MOBILE PHONE NETWORK)? They are the best mobile phone service provider on the market. IF NECESSARY - Do you...  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE				LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	ONE		
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	BUNDLE	STAND- ALONE	EVER	NEVER		PAYG	CON- TRACT	SWITCHE RS	NON-SWIT CHERS	ONE SWITCHE RS	NON SWITCHE RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Agree strongly	357 26%	1 *%	- -%	271 54% abd	84 28% ab	18 20%	339 27% e	195 25%	162 28% i	25 19%	86 24%	263 27%	12 20%	** **	183 26%	156 28%	23 19%	** **
Agree slightly	407 30%	4 1%	240 97% acd	35 7% a	127 42% ac	28 30%	379 30%	247 32% h	160 27%	39 30%	97 28%	309 31%	15 25%	** **	231 33% o	147 27%	36 30%	** **
TOTAL AGREE	764 56%	5 2%	240 97% acd	307 61% a	212 69% ac	47 50%	717 57%	442 57% i	322 55%	64 49%	182 52%	573 58% j	27 45%	** **	414 58% l	303 55% l	59 49%	** **
Neither	335 25%	169 56% bcd	4 2%	122 24% bd	39 13% b	25 27%	310 25%	206 27% h	129 22%	39 30% h	99 28% k	232 24%	20 32% o	** **	186 26% o	123 22%	36 29%	** **
Disagree slightly	91 7%	31 10% bc	4 1%	28 6% b	28 9% bc	7 7%	84 7%	49 6%	42 7%	13 10%	18 5%	72 7%	5 9%	** **	44 6%	40 7%	12 10%	** **
Disagree strongly	44 3%	7 2% b	1 *%	17 3% b	19 6% abc	4 4%	40 3%	28 4%	16 3%	7 6% h	4 1%	39 4% j	3 5%	** **	25 3%	16 3%	7 6%	** **
TOTAL DISAGREE	135 10%	38 13% bc	4 2%	45 9% b	47 15% bc	10 11%	124 10%	77 10%	58 10%	20 15% gh	23 6%	111 11% j	8 13%	** **	69 10%	56 10%	19 16%	** **
Don't know	120 9%	88 29% bcd	- -%	25 5% bd	6 2% b	11 11%	110 9%	47 6%	73 13% gi	8 6%	46 13% k	71 7%	6 10%	** **	41 6%	69 12% n	8 7%	** **
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 106**

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

**QM19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (MOBILE PHONE NETWORK)? They are the best mobile phone service provider on the market. IF NECESSARY - Do you...**  
**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Agree strongly	357 26%	63 27%	159 29% de	96 25%	24 22%	39 21%	15 21%	148 29% i	136 29% i	73 20%	173 25%	184 27%	74 21%	118 28% l	59 25%	106 32% ln	192 24%	165 29% p	317 27%	40 24%
Agree slightly	407 30%	83 35% cdef	171 31% ef	106 27%	30 27%	46 26%	16 23%	165 32% i	152 32% i	90 25%	216 32%	191 28%	114 32% o	131 31% o	79 34% o	83 25%	244 31%	162 29%	364 31%	43 26%
TOTAL AGREE	764 56%	147 62% cdef	330 60% cdef	202 52%	54 49%	85 47%	30 45%	312 60% i	289 60% i	163 45%	389 57%	375 55%	187 52%	249 58% l	138 59% l	190 56%	436 56%	328 58%	680 57% s	84 50%
Neither	335 25%	57 24%	128 24%	104 27%	28 25%	45 25%	16 24%	122 23%	117 24%	96 27%	163 24%	172 25%	96 27%	104 24%	57 25%	78 23%	200 25%	135 24%	295 25%	39 24%
Disagree slightly	91 7%	17 7% ef	42 8% ef	25 6% f	6 5% f	7 4%	1 1%	44 8% i	29 6%	18 5%	46 7%	45 7%	24 7%	31 7%	15 6%	21 6%	55 7%	36 6%	73 6%	18 11% r
Disagree strongly	44 3%	7 3%	17 3%	17 4% ef	3 2%	3 2%	* 1%	16 3%	15 3%	13 4%	20 3%	24 4%	10 3%	13 3%	5 2%	15 5% n	24 3%	20 4%	38 3%	6 4%
TOTAL DISAGREE	135 10%	24 10% ef	60 11% ef	42 11% ef	9 8% f	10 6%	1 2%	60 12% i	44 9%	31 9%	66 10%	69 10%	35 10%	44 10%	20 9%	36 11%	78 10%	56 10%	110 9%	24 15% r
Don't know	120 9%	11 4%	28 5%	41 11% ab	20 18% abc	40 22% abc	20 30% abcd	24 5%	28 6%	69 19% gh	60 9%	60 9%	39 11% m	30 7%	17 7%	33 10%	70 9%	50 9%	100 8%	20 12% r
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 106**

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

**QM19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (MOBILE PHONE NETWORK)? They are the best mobile phone service provider on the market. IF NECESSARY - Do you... by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	NATION					MOBILE NETWORK					
	Total	ENG- LAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	EE e	O2 f	VODA- FONE g	3 h	VIRGIN i	TESCO j
Significance Level: 95%											
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Agree strongly	357 26%	292 26%	33 30%	22 34%	** **	91 25%	86 29% g	43 21%	49 35% eg	22 26%	28 26%
Agree slightly	407 30%	342 30%	34 30%	20 30%	** **	118 33% h	88 30%	63 32%	36 25%	23 27%	28 27%
TOTAL AGREE	764 56%	634 56%	67 60%	42 63%	** **	208 58%	174 60%	106 53%	85 60%	44 54%	56 53%
Neither	335 25%	294 26% bc	21 19%	10 15%	** **	83 23%	64 22%	54 27%	34 24%	19 23%	31 29%
Disagree slightly	91 7%	77 7%	6 5%	5 7%	** **	25 7%	15 5%	13 7%	10 7%	7 9%	7 7%
Disagree strongly	44 3%	38 3%	2 2%	2 3%	** **	13 4%	11 4%	8 4%	4 3%	3 4%	3 3%
TOTAL DISAGREE	135 10%	115 10%	8 7%	7 11%	** **	38 11%	26 9%	21 11%	14 10%	10 13%	10 10%
Don't know	120 9%	93 8%	16 14%	7 11%	** **	28 8%	27 9%	18 9%	9 6%	9 11%	9 8%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 107**

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

**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
										LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL	STANDAL		
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER		PAYG	CON- TRACT	SWITCHE RS	NON-SWIT CHERS	SWITCHE RS	SWITCHE RS	SINGLE	MULTIPLE
Significance Level: 95%		a	~b	~c	~d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	597	501	-	96	-	48	549	257	340	-	210	379	27	21	230	319	-	-
Effective Weighted Sample	559	470	-	90	-	45	515	241	319	-	197	356	25	20	217	299	-	-
Total	340	284	-	56	-	24	316	152	188	-	113	222	14	10	138	178	-	-
Prefer to stay with trusted/ known provider	149	129	**	**	**	**	139	56	92	**	55	91	**	**	52	87	**	**
	44%	45%	**	**	**	**	44%	37%	49% g	**	48%	41%	**	**	38%	49% n	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	73	59	**	**	**	**	67	40	33	**	29	44	**	**	36	31	**	**
	21%	21%	**	**	**	**	21%	26% h	17%	**	26%	20%	**	**	26% o	18%	**	**
Too much hassle to set up the new service	28	25	**	**	**	**	25	9	20	**	12	16	**	**	6	19	**	**
	8%	9%	**	**	**	**	8%	6%	11% g	**	11%	7%	**	**	4%	11% n	**	**
Too busy/ don't have time to research the options	28	25	**	**	**	**	27	11	17	**	11	17	**	**	10	17	**	**
	8%	9%	**	**	**	**	8%	7%	9%	**	9%	8%	**	**	7%	9%	**	**
No/ not enough difference between providers	23	18	**	**	**	**	21	9	14	**	8	14	**	**	8	13	**	**
	7%	6%	**	**	**	**	7%	6%	7%	**	7%	6%	**	**	6%	7%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 107**

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

**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCH	STANDAL ONE NON SWITCH		MULTIPLE
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED						PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	
Significance Level: 95%		a	~b	~c	~d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	597	501	-	96	-	48	549	257	340	-	210	379	27	21	230	319	-	-
Effective Weighted Sample	559	470	-	90	-	45	515	241	319	-	197	356	25	20	217	299	-	-
Total	340	284	-	56	-	24	316	152	188	-	113	222	14	10	138	178	-	-
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	20 6%	13 4%	** **	** **	** **	** **	18 6%	12 8% h	7 4%	** **	1 1%	19 8% j	** **	** **	11 8%	7 4%	** **	** **
Can't get a reception on any other network where I live	14 4%	11 4%	** **	** **	** **	** **	14 5%	7 4%	8 4%	** **	5 4%	10 4%	** **	** **	7 5%	8 4%	** **	** **
Tied to fixed length contract with my current provider	14 4%	11 4%	** **	** **	** **	** **	13 4%	10 6% h	5 2%	** **	- -%	14 6% j	** **	** **	9 6% o	4 2%	** **	** **
Difficult to make comparisons between providers	14 4%	11 4%	** **	** **	** **	** **	12 4%	8 5%	6 3%	** **	6 5%	8 4%	** **	** **	6 5%	6 3%	** **	** **
Cheaper to stay on the same network as my friends/ colleagues/ family/people I call	13 4%	10 3%	** **	** **	** **	** **	12 4%	9 6% h	4 2%	** **	3 2%	9 4%	** **	** **	9 6% o	4 2%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 107**

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

**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
		INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
	Total																	
Significance Level: 95%		a	~b	~c	~d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	597	501	-	96	-	48	549	257	340	-	210	379	27	21	230	319	-	-
Effective Weighted Sample	559	470	-	90	-	45	515	241	319	-	197	356	25	20	217	299	-	-
Total	340	284	-	56	-	24	316	152	188	-	113	222	14	10	138	178	-	-
Didn't want to get locked into a fixed contract with new provider	11 3%	10 3%	** **	** **	** **	** **	11 3%	4 3%	7 4%	** **	4 3%	7 3%	** **	** **	4 3%	7 4%	** **	** **
Problems/ issues with current provider not sufficiently bad/ frequent to switch	10 3%	8 3%	** **	** **	** **	** **	9 3%	5 3%	5 3%	** **	3 3%	6 3%	** **	** **	4 3%	4 2%	** **	** **
It's too time consuming to go through the process of switching from one provider to another	9 3%	8 3%	** **	** **	** **	** **	8 3%	5 3%	4 2%	** **	5 4%	4 2%	** **	** **	4 3%	4 2%	** **	** **
Shopping around for a new provider is too much of a hassle or a chore	8 2%	7 2%	** **	** **	** **	** **	8 2%	4 3%	4 2%	** **	4 3%	5 2%	** **	** **	4 3%	4 2%	** **	** **
Don't use the mobile phone much	8 2%	8 3%	** **	** **	** **	** **	7 2%	3 2%	5 3%	** **	6 5%	2 1%	** **	** **	2 2%	5 3%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE BUNDLE			LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCH	ONE NON SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	~b	~c	~d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	597	501	-	96	-	48	549	257	340	-	210	379	27	21	230	319	-	-
Effective Weighted Sample	559	470	-	90	-	45	515	241	319	-	197	356	25	20	217	299	-	-
Total	340	284	-	56	-	24	316	152	188	-	113	222	14	10	138	178	-	-
It would be difficult to keep my phone number	5 2%	4 1%	** **	** **	** **	** **	5 2%	2 1%	3 2%	** **	1 1%	4 2%	** **	** **	2 1%	3 2%	** **	** **
Too big a risk that something will go wrong in the transition/ switch from one provider to another	5 2%	5 2%	** **	** **	** **	** **	5 2%	1 1%	4 2%	** **	2 2%	3 1%	** **	** **	1 1%	4 2%	** **	** **
Have a minimum notice period	3 1%	3 1%	** **	** **	** **	** **	3 1%	3 2%	1 *%	** **	- -%	3 2%	** **	** **	3 2%	1 *%	** **	** **
It's not clear what steps I would need to take to switch provider	3 1%	2 1%	** **	** **	** **	** **	3 1%	1 1%	2 1%	** **	1 1%	1 1%	** **	** **	1 1%	2 1%	** **	** **
Information available confusing / couldn't understand technical jargon	3 1%	3 1%	** **	** **	** **	** **	2 1%	* *%	2 1%	** **	1 1%	1 1%	** **	** **	* *%	2 1%	** **	** **

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	MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCH	ONE NON SWITCH	MULTIPLE	
		a	~b	~c	~d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Significance Level: 95%																		
Unweighted total	597	501	-	96	-	48	549	257	340	-	210	379	27	21	230	319	-	-
Effective Weighted Sample	559	470	-	90	-	45	515	241	319	-	197	356	25	20	217	299	-	-
Total	340	284	-	56	-	24	316	152	188	-	113	222	14	10	138	178	-	-
Not interested/ no reason/ not bothered/ happy enough	1 *%	1 *%	**	**	**	**	1 *%	* *%	1 *%	**	- -%	1 1%	**	**	* *%	1 1%	**	**
Better handsets available with my current network/ didn't see any other handsets I liked	* *%	* *%	**	**	**	**	* *%	* *%	- -%	**	- -%	* *%	**	**	* *%	- -%	**	**
Other	1 *%	1 *%	**	**	**	**	1 *%	- -%	1 1%	**	- -%	1 *%	**	**	- -%	1 *%	**	**
STAY WITH TRUSTED PROVIDER	149 44%	129 45%	**	**	**	**	139 44%	56 37%	92 49% g	**	55 48%	91 41%	**	**	52 38%	87 49% n	**	**
NO COST BENEFIT	81 24%	66 23%	**	**	**	**	75 24%	46 30% h	35 19%	**	30 26%	51 23%	**	**	41 30% o	34 19%	**	**
HASSLE	65 19%	56 20%	**	**	**	**	61 19%	25 16%	40 21%	**	27 23%	38 17%	**	**	21 15%	40 22%	**	**
TERMS AND CONDITIONS	49 14%	36 13%	**	**	**	**	46 14%	28 18% h	21 11%	**	6 5%	43 20% j	**	**	26 19% o	20 11%	**	**

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						SIMPLE			LAST 12 MONTHS			BUNDLE	BUNDLE	STANDAL ONE	STANDAL ONE NON			
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	SWITCHE	NON-SWIT	SWITCHE	SWITCHE	MULTIPLE	
Significance Level: 95%		a	~b	~c	~d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	~q
Unweighted total	597	501	-	96	-	48	549	257	340	-	210	379	27	21	230	319	-	-
Effective Weighted Sample	559	470	-	90	-	45	515	241	319	-	197	356	25	20	217	299	-	-
Total	340	284	-	56	-	24	316	152	188	-	113	222	14	10	138	178	-	-
NO BENEFIT/ INCENTIVE	31	26	**	**	**	**	29	12	19	**	14	16	**	**	11	18	**	**
	9%	9%	**	**	**	**	9%	8%	10%	**	12% k	7%	**	**	8%	10%	**	**
CLARITY OF INFORMATION	19	15	**	**	**	**	17	9	10	**	8	11	**	**	7	9	**	**
	6%	5%	**	**	**	**	5%	6%	5%	**	7%	5%	**	**	5%	5%	**	**
SERVICE AVAILABILITY	14	11	**	**	**	**	14	7	8	**	5	10	**	**	7	8	**	**
	4%	4%	**	**	**	**	5%	4%	4%	**	4%	4%	**	**	5%	4%	**	**
PROVIDER SATISFACTION	11	9	**	**	**	**	10	5	6	**	3	8	**	**	5	5	**	**
	3%	3%	**	**	**	**	3%	3%	3%	**	3%	3%	**	**	4%	3%	**	**
RISK	5	5	**	**	**	**	5	1	4	**	2	3	**	**	1	4	**	**
	2%	2%	**	**	**	**	2%	1%	2%	**	2%	1%	**	**	1%	2%	**	**
Don't know	20	17	**	**	**	**	19	6	13	**	6	13	**	**	6	13	**	**
	6%	6%	**	**	**	**	6%	4%	7%	**	5%	6%	**	**	4%	7%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q



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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	597	60	164	210	95	163	68	131	179	287	269	328	148	187	124	138	335	262	512	85
Effective Weighted Sample	559	57	159	201	93	159	67	126	170	276	253	308	143	179	121	131	316	244	480	79
Total	340	39	115	113	43	73	31	89	113	139	161	180	101	98	56	86	199	142	294	46
Prefer to stay with trusted/ known provider	149	**	47	51	**	38	**	34	47	68	68	81	38	43	29	38	81	67	128	**
	44%	**	41%	45%	**	52%	**	38%	42%	49%	42%	45%	38%	44%	53%	44%	41%	48%	43%	**
						b				g					l					
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	73	**	26	21	**	17	**	17	27	29	36	36	25	18	11	18	43	29	65	**
	21%	**	22%	19%	**	24%	**	19%	24%	21%	23%	20%	25%	19%	20%	21%	22%	21%	22%	**
Too much hassle to set up the new service	28	**	8	10	**	8	**	6	8	14	13	15	9	7	3	9	16	12	23	**
	8%	**	7%	9%	**	12%	**	7%	7%	10%	8%	8%	9%	7%	6%	11%	8%	9%	8%	**
Too busy/ don't have time to research the options	28	**	11	10	**	2	**	9	9	10	13	15	9	4	3	11	13	15	25	**
	8%	**	9%	9%	**	3%	**	10%	8%	7%	8%	8%	9%	5%	6%	13%	7%	10%	8%	**
			e	e												mn				
No/ not enough difference between providers	23	**	8	8	**	5	**	5	9	9	12	10	4	8	5	5	13	10	20	**
	7%	**	7%	7%	**	6%	**	6%	8%	6%	8%	6%	4%	8%	8%	6%	6%	7%	7%	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	20	**	10	5	**	*	**	8	9	2	11	9	5	6	2	6	12	8	18	**
	6%	**	8%	4%	**	1%	**	9%	8%	2%	7%	5%	5%	6%	3%	7%	6%	6%	6%	**
			e	e				i	i											

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 ~d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	597	60	164	210	95	163	68	131	179	287	269	328	148	187	124	138	335	262	512	85
Effective Weighted Sample	559	57	159	201	93	159	67	126	170	276	253	308	143	179	121	131	316	244	480	79
Total	340	39	115	113	43	73	31	89	113	139	161	180	101	98	56	86	199	142	294	46
Can't get a reception on any other network where I live	14 4%	** **	5 5%	4 3%	** **	3 4%	** **	5 6%	4 4%	5 4%	7 4%	8 4%	6 6%	4 4%	3 5%	2 2%	9 5%	5 3%	9 3%	** **
Tied to fixed length contract with my current provider	14 4%	** **	4 4%	7 6% e	** **	1 1%	** **	3 3%	7 6%	5 4%	6 4%	8 5%	6 6%	4 4%	2 4%	2 2%	10 5%	4 3%	13 4%	** **
Difficult to make comparisons between providers	14 4%	** **	5 5%	3 2%	** **	5 6%	** **	3 4%	5 4%	6 4%	6 4%	8 4%	2 2%	4 4%	3 5%	5 6%	6 3%	8 6%	13 4%	** **
Cheaper to stay on the same network as my friends/ colleagues/ family/people I call	13 4%	** **	7 6% ce	1 1%	** **	- -%	** **	7 8% i	5 4% i	1 1%	8 5%	5 3%	2 2%	3 4%	1 2%	7 8% ln	5 3%	8 5%	13 4%	** **
Didn't want to get locked into a fixed contract with new provider	11 3%	** **	2 2%	6 5%	** **	2 3%	** **	2 2%	4 3%	6 4%	3 2%	8 5%	3 3%	5 5%	- -%	3 3% n	8 4%	3 2%	9 3%	** **

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		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	597	60	164	210	95	163	68	131	179	287	269	328	148	187	124	138	335	262	512	85
Effective Weighted Sample	559	57	159	201	93	159	67	126	170	276	253	308	143	179	121	131	316	244	480	79
Total	340	39	115	113	43	73	31	89	113	139	161	180	101	98	56	86	199	142	294	46
Problems/ issues with current provider not sufficiently bad/ frequent to switch	10 3%	** **	4 3%	3 3%	** **	2 2%	** **	3 3%	3 3%	3 2%	4 3%	5 3%	2 2%	4 4%	1 2%	2 2%	7 3%	3 2%	9 3%	** **
It's too time consuming to go through the process of switching from one provider to another	9 3%	** **	5 4%	1 1%	** **	1 2%	** **	3 3%	4 4%	2 1%	4 3%	5 3%	2 2%	2 2%	2 3%	3 4%	4 2%	5 3%	8 3%	** **
Shopping around for a new provider is too much of a hassle or a chore	8 2%	** **	2 2%	3 3%	** **	2 3%	** **	* 1%	3 3%	5 3%	3 2%	6 3%	2 2%	3 3%	1 2%	2 3%	5 2%	3 2%	8 3%	** **
Don't use the mobile phone much	8 2%	** **	- -%	5 4% b	** **	3 4% b	** **	- -%	2 2%	6 4% g	4 3%	4 2%	3 3%	1 1%	1 1%	3 4%	4 2%	4 3%	5 2%	** **
It would be difficult to keep my phone number	5 2%	** **	1 1%	2 2%	** **	* 1%	** **	1 1%	2 2%	2 1%	2 1%	3 2%	1 1%	1 1%	1 2%	2 2%	3 1%	3 2%	5 2%	** **

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Total	340	39	115	113	43	73	31	89	113	139	161	180	101	98	56	86	199	142	294	46
Too big a risk that something will go wrong in the transition/ switch from one provider to another	5 2%	** **	1 1%	2 2%	** **	2 2%	** **	1 1%	1 1%	3 2%	2 1%	4 2%	1 1%	1 1%	2 3%	1 1%	3 1%	3 2%	4 2%	** **
Have a minimum notice period	3 1%	** **	1 1%	1 1%	** **	- -%	** **	1 1%	3 2% i	- -%	1 *% j	3 2%	2 2%	1 1%	- -%	- -%	3 2% q	- -%	3 1%	** **
It's not clear what steps I would need to take to switch provider	3 1%	** **	1 1%	1 1%	** **	* 1%	** **	- -%	2 2%	* *% i	2 1%	1 1%	- -%	* *% m	* 1%	2 2%	* *% p	2 2%	3 1%	** **
Information available confusing / couldn't understand technical jargon	3 1%	** **	1 1%	- -%	** **	1 2% c	** **	- -%	1 1%	1 1%	1 1%	2 1%	2 2%	- -%	1 1%	- -%	2 1%	1 1%	2 1%	** **
Not interested/ no reason/ not bothered/ happy enough	1 *% k	** **	- -%	1 1%	** **	- -%	** **	- -%	* *% h	1 1%	1 1%	* *% k	- -%	1 1%	* 1%	- -%	1 *% p	* *% q	1 *% r	** **

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Total	340	39	115	113	43	73	31	89	113	139	161	180	101	98	56	86	199	142	294	46
Better handsets available with my current network/ didn't see any other handsets I liked	*	**	-	-	**	*	**	-	-	*	-	*	-	*	-	-	*	-	-	**
	*%	**	-%	-%	**	1%	**	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**
Other	1	**	1	-	**	-	**	-	1	-	1	*	1	*	-	-	1	-	1	**
	*%	**	1%	-%	**	-%	**	-%	1%	-%	*%	*%	1%	*%	-%	-%	1%	-%	*%	**
STAY WITH TRUSTED PROVIDER	149	**	47	51	**	38	**	34	47	68	68	81	38	43	29	38	81	67	128	**
	44%	**	41%	45%	**	52% b	**	38%	42%	49% g	42%	45%	38%	44%	53% l	44%	41%	48%	43%	**
NO COST BENEFIT	81	**	31	22	**	17	**	23	29	29	41	40	25	21	11	24	46	35	73	**
	24%	**	27%	20%	**	24%	**	26%	26%	21%	25%	22%	25%	22%	20%	27%	23%	25%	25%	**
HASSLE	65	**	20	22	**	13	**	18	19	28	30	35	20	15	8	22	35	30	56	**
	19%	**	18%	20%	**	18%	**	20%	17%	20%	18%	20%	20%	15%	14%	26% mn	18%	21%	19%	**
TERMS AND CONDITIONS	49	**	18	19	**	4	**	13	22	14	21	28	16	17	5	11	32	17	44	**
	14%	**	16% e	16% e	**	5%	**	15%	20% i	10%	13%	16%	16%	17% n	9%	13%	16%	12%	15%	**
NO BENEFIT/ INCENTIVE	31	**	8	12	**	8	**	5	11	15	17	14	7	10	5	8	17	14	25	**
	9%	**	7%	11%	**	11%	**	6%	10%	11%	10%	8%	7%	10%	10%	10%	9%	10%	8%	**
CLARITY OF INFORMATION	19	**	7	4	**	7	**	3	8	8	8	11	4	5	3	7	9	10	17	**
	6%	**	6%	3%	**	9% c	**	4%	7%	6%	5%	6%	4%	5%	6%	8%	4%	7%	6%	**
SERVICE AVAILABILITY	14	**	5	4	**	3	**	5	4	5	7	8	6	4	3	2	9	5	9	**
	4%	**	5%	3%	**	4%	**	6%	4%	4%	4%	4%	6%	4%	5%	2%	5%	3%	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 107**

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

**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	597	60	164	210	95	163	68	131	179	287	269	328	148	187	124	138	335	262	512	85
Effective Weighted Sample	559	57	159	201	93	159	67	126	170	276	253	308	143	179	121	131	316	244	480	79
Total	340	39	115	113	43	73	31	89	113	139	161	180	101	98	56	86	199	142	294	46
PROVIDER SATISFACTION	11	**	4	5	**	2	**	3	4	4	5	6	2	5	2	2	7	3	10	**
	3%	**	3%	4%	**	2%	**	3%	3%	3%	3%	3%	2%	5%	3%	2%	4%	2%	3%	**
RISK	5	**	1	2	**	2	**	1	1	3	2	4	1	1	2	1	3	3	4	**
	2%	**	1%	2%	**	2%	**	1%	1%	2%	1%	2%	1%	1%	3%	1%	1%	2%	2%	**
Don't know	20	**	10	5	**	4	**	5	8	7	10	9	8	6	4	2	13	6	18	**
	6%	**	8%	4%	**	5%	**	6%	7%	5%	7%	5%	8%	6%	8%	2%	7%	4%	6%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 107**

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

**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	597	504	48	25	20	155	132	94	42	45	46
Effective Weighted Sample	559	473	45	24	19	145	125	88	40	42	43
Total	340	288	28	14	10	90	78	53	26	24	25
Prefer to stay with trusted/ known provider	149	123	**	**	**	37	39	**	**	**	**
	44%	43%	**	**	**	41%	49%	**	**	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	73	66	**	**	**	19	16	**	**	**	**
	21%	23%	**	**	**	21%	20%	**	**	**	**
Too much hassle to set up the new service	28	23	**	**	**	6	6	**	**	**	**
	8%	8%	**	**	**	6%	8%	**	**	**	**
Too busy/ don't have time to research the options	28	19	**	**	**	2	8	**	**	**	**
	8%	7%	**	**	**	3%	10% e	**	**	**	**
No/ not enough difference between providers	23	20	**	**	**	6	2	**	**	**	**
	7%	7%	**	**	**	7%	2%	**	**	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	20	15	**	**	**	5	3	**	**	**	**
	6%	5%	**	**	**	6%	4%	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 107**

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

**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	597	504	48	25	20	155	132	94	42	45	46
Effective Weighted Sample	559	473	45	24	19	145	125	88	40	42	43
Total	340	288	28	14	10	90	78	53	26	24	25
Can't get a reception on any other network where I live	14 4%	12 4%	** **	** **	** **	4 5%	6 8%	** **	** **	** **	** **
Tied to fixed length contract with my current provider	14 4%	12 4%	** **	** **	** **	7 7%	4 5%	** **	** **	** **	** **
Difficult to make comparisons between providers	14 4%	10 3%	** **	** **	** **	3 4%	2 2%	** **	** **	** **	** **
Cheaper to stay on the same network as my friends/ colleagues/ family/people I call	13 4%	12 4%	** **	** **	** **	4 4%	2 2%	** **	** **	** **	** **
Didn't want to get locked into a fixed contract with new provider	11 3%	10 3%	** **	** **	** **	5 5% f	* 1%	** **	** **	** **	** **
Problems/ issues with current provider not sufficiently bad/ frequent to switch	10 3%	8 3%	** **	** **	** **	3 3%	3 4%	** **	** **	** **	** **
Columns Tested: a,b,c,d - e,f,g,h,i,j											



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	597	504	48	25	20	155	132	94	42	45	46
Effective Weighted Sample	559	473	45	24	19	145	125	88	40	42	43
Total	340	288	28	14	10	90	78	53	26	24	25
It's too time consuming to go through the process of switching from one provider to another	9 3%	9 3%	**	**	**	2 2%	1 1%	**	**	**	**
Shopping around for a new provider is too much of a hassle or a chore	8 2%	5 2%	**	**	**	2 2%	1 1%	**	**	**	**
Don't use the mobile phone much	8 2%	7 2%	**	**	**	2 2%	2 2%	**	**	**	**
It would be difficult to keep my phone number	5 2%	5 2%	**	**	**	1 1%	1 1%	**	**	**	**
Too big a risk that something will go wrong in the transition/ switch from one provider to another	5 2%	5 2%	**	**	**	2 2%	1 2%	**	**	**	**
Have a minimum notice period	3 1%	3 1%	**	**	**	1 1%	1 1%	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

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**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	597	504	48	25	20	155	132	94	42	45	46
Effective Weighted Sample	559	473	45	24	19	145	125	88	40	42	43
Total	340	288	28	14	10	90	78	53	26	24	25
It's not clear what steps I would need to take to switch provider	3 1%	2 1%	** **	** **	** **	* 1%	- -%	** **	** **	** **	** **
Information available confusing / couldn't understand technical jargon	3 1%	3 1%	** **	** **	** **	1 1%	- -%	** **	** **	** **	** **
Not interested/ no reason/ not bothered/ happy enough	1 *%	1 *%	** **	** **	** **	- -%	- -%	** **	** **	** **	** **
Better handsets available with my current network/ didn't see any other handsets I liked	* *%	* *%	** **	** **	** **	* *%	- -%	** **	** **	** **	** **
Other	1 *%	1 *%	** **	** **	** **	1 1%	- -%	** **	** **	** **	** **
STAY WITH TRUSTED PROVIDER	149 44%	123 43%	** **	** **	** **	37 41%	39 49%	** **	** **	** **	** **
NO COST BENEFIT	81 24%	74 26%	** **	** **	** **	22 24%	17 22%	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f,g,h,i,j

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**QM9d. Why are you not interested in changing the company that provides your mobile phone network service?  
by MOBILE CROSS-BREAKS**

Base : Those who are not interested in a new mobile phone service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h	~i	~j
Unweighted total	597	504	48	25	20	155	132	94	42	45	46
Effective Weighted Sample	559	473	45	24	19	145	125	88	40	42	43
Total	340	288	28	14	10	90	78	53	26	24	25
HASSLE	65	50	**	**	**	11	14	**	**	**	**
	19%	17%	**	**	**	13%	18%	**	**	**	**
TERMS AND CONDITIONS	49	41	**	**	**	17	7	**	**	**	**
	14%	14%	**	**	**	19%	9%	**	**	**	**
						f					
NO BENEFIT/ INCENTIVE	31	27	**	**	**	9	4	**	**	**	**
	9%	10%	**	**	**	10%	5%	**	**	**	**
CLARITY OF INFORMATION	19	14	**	**	**	4	2	**	**	**	**
	6%	5%	**	**	**	5%	2%	**	**	**	**
SERVICE AVAILABILITY	14	12	**	**	**	4	6	**	**	**	**
	4%	4%	**	**	**	5%	8%	**	**	**	**
PROVIDER SATISFACTION	11	9	**	**	**	3	3	**	**	**	**
	3%	3%	**	**	**	3%	4%	**	**	**	**
RISK	5	5	**	**	**	2	1	**	**	**	**
	2%	2%	**	**	**	2%	2%	**	**	**	**
Don't know	20	18	**	**	**	5	6	**	**	**	**
	6%	6%	**	**	**	6%	7%	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 108**

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

**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone service providers?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Very easy	397 29%	58 19%	59 24%	187 37% abd	93 31% ab	27 29%	370 29%	245 32% h	152 26%	44 34% h	78 22%	313 32% j	18 30%	** **	227 32% o	144 26%	41 34%	** **
Fairly easy	526 39%	115 38%	118 48% ac	165 33% a	128 42% c	35 38%	491 39%	313 41% h	213 37%	49 38%	108 31%	413 42% j	22 36%	** **	291 41% o	200 36%	44 36%	** **
TOTAL EASY	923 68%	173 57%	177 71% a	352 70% a	222 73% a	62 67%	861 68%	558 72% h	365 63%	93 71% h	186 53%	726 74% j	41 66%	** **	518 73% o	343 62%	85 70%	** **
Fairly difficult	183 14%	38 13%	34 14%	62 12%	49 16%	12 13%	171 14%	115 15% h	69 12%	21 16%	58 17% k	125 13%	11 18%	** **	104 15%	67 12%	20 16%	** **
Very difficult	96 7%	31 10% bc	12 5%	33 7%	21 7%	7 8%	89 7%	46 6%	50 9% g	7 5%	32 9% k	63 6%	5 8%	** **	41 6%	48 9% n	7 6%	** **
TOTAL DIFFICULT	280 21%	69 23%	47 19%	94 19%	70 23%	20 21%	260 21%	161 21%	119 20%	28 21%	90 26% k	188 19%	16 26%	** **	145 20%	115 21%	27 22%	** **
Don't know	150 11%	59 20% bcd	25 10% d	53 11% d	13 4%	11 12%	140 11%	52 7%	99 17% qi	10 8%	74 21% k	72 7%	5 8%	** **	47 7%	93 17% ln	10 8%	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

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**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone service providers?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Very easy	397	78	186	108	20	26	6	178	148	71	215	183	100	139	64	94	240	158	356	41
	29%	33%	34%	28%	18%	14%	8%	34%	31%	20%	32%	27%	28%	33%	28%	28%	31%	28%	30%	25%
		def	cdef	def	f			i	i		k									
Fairly easy	526	109	229	141	30	46	16	230	195	100	268	258	148	166	97	115	314	212	455	71
	39%	46%	42%	36%	27%	26%	24%	44%	41%	28%	40%	38%	42%	39%	42%	34%	40%	37%	38%	42%
		cdef	cdef	def				i	i				o		o					
TOTAL EASY	923	187	415	249	50	72	22	409	344	171	483	440	249	305	161	209	554	370	811	112
	68%	79%	76%	64%	45%	40%	32%	79%	72%	48%	71%	65%	70%	71%	69%	62%	71%	65%	68%	67%
		cdef	cdef	def	f			hi	i		k		o	o	o		q			
Fairly difficult	183	26	70	60	17	27	10	61	67	56	85	98	50	54	30	49	104	79	161	22
	14%	11%	13%	15%	15%	15%	15%	12%	14%	16%	13%	15%	14%	13%	13%	15%	13%	14%	14%	13%
				a						g										
Very difficult	96	7	22	37	19	31	11	13	28	56	42	54	28	30	15	24	58	39	83	13
	7%	3%	4%	9%	17%	17%	16%	2%	6%	16%	6%	8%	8%	7%	6%	7%	7%	7%	7%	8%
				ab	abc	abc	abc		g	gh										
TOTAL DIFFICULT	280	33	93	96	36	58	21	74	94	112	127	153	77	85	45	73	162	118	244	36
	21%	14%	17%	25%	33%	32%	31%	14%	20%	31%	19%	23%	22%	20%	19%	22%	21%	21%	21%	21%
				ab	abc	abc	ab		g	gh		j								
Don't know	150	18	38	44	25	50	25	36	39	75	67	83	31	37	27	55	69	82	131	20
	11%	8%	7%	11%	22%	28%	37%	7%	8%	21%	10%	12%	9%	9%	11%	16%	9%	14%	11%	12%
				b	abc	abc	abcde			gh						lmn		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QM22. How easy or difficult do you think it is to make COST comparisons between mobile phone service providers?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Very easy	397 29%	329 29%	43 38% ac	18 27%	** **	102 28%	81 28%	53 27%	56 39% efgj	25 30%	30 28%
Fairly easy	526 39%	451 40%	40 36%	21 31%	** **	153 43% hi	116 40%	83 42% h	46 32%	27 32%	37 35%
TOTAL EASY	923 68%	780 69% c	83 74% c	39 58%	** **	255 71% ij	197 68%	136 68%	101 72%	51 62%	66 63%
Fairly difficult	183 14%	156 14% b	9 8%	14 21% ab	** **	51 14%	38 13%	22 11%	21 15%	13 16%	14 13%
Very difficult	96 7%	82 7%	6 6%	5 8%	** **	24 7%	19 6%	17 9%	7 5%	9 11% h	8 7%
TOTAL DIFFICULT	280 21%	238 21% b	15 13%	19 29% ab	** **	75 21%	57 20%	39 20%	28 20%	22 27%	22 21%
Don't know	150 11%	117 10%	14 13%	8 13%	** **	29 8%	38 13% e	23 12%	11 8%	9 11%	18 17% eh

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 109**

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

**QM24. And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone service providers?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS		
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	STAND-ALONE		EVER	NEVER		PAYG	CONTRACT					SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Very easy	303	42	47	145	69	22	280	178	125	35	58	240	14	**	165	116	34	**
	22%	14%	19% a	29% abd	23% a	24%	22%	23%	21%	27%	16%	24% j	23%	**	23%	21%	27%	**
Fairly easy	410	80	92	135	103	21	389	234	176	40	105	301	12	**	222	167	36	**
	30%	27%	37% ac	27% ac	34% ac	23%	31% e	30%	30%	31%	30%	31%	19%	**	31% l	30% l	29%	**
TOTAL EASY	713	122	139	280	172	44	669	412	300	75	163	541	26	**	387	282	69	**
	53%	41%	56% a	56% a	57% a	47%	53%	53%	52%	57%	46%	55% j	42%	**	54% l	51%	57%	**
Fairly difficult	263	58	55	87	63	21	243	171	92	24	58	205	17	**	154	89	22	**
	19%	19%	22% c	17% c	21% c	22%	19%	22% h	16% h	18% h	16%	21% j	28% o	**	22% o	16% o	18% o	**
Very difficult	173	40	22	65	45	13	160	107	66	23	50	122	11	**	97	64	22	**
	13%	13% b	9% b	13% b	15% b	14%	13%	14%	11%	17% h	14%	12%	18%	**	14%	12%	18%	**
TOTAL DIFFICULT	437	98	78	152	109	34	403	278	158	47	108	326	28	**	251	152	45	**
	32%	33%	31%	30%	36% c	36%	32%	36% h	27% h	35% h	31%	33%	45% no	**	35% o	28% o	37%	**
Don't know	204	81	33	67	24	16	188	80	124	9	80	118	8	**	73	116	8	**
	15%	27% bcd	13% d	13% d	8% d	17%	15%	10%	21% qi	7% qi	23% k	12% k	13%	**	10%	21% ln	6% ln	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 109**

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

**QM24. And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone service providers?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Very easy	303	55	144	80	18	23	6	134	113	56	153	149	75	106	52	70	181	122	273	30
	22%	23%	26%	21%	16%	13%	8%	26%	24%	16%	23%	22%	21%	25%	22%	21%	23%	21%	23%	18%
		def	cdef	ef	f			i	i											
Fairly easy	410	97	173	105	24	36	12	188	146	76	221	189	97	142	74	98	238	171	359	51
	30%	41%	32%	27%	21%	20%	18%	36%	31%	21%	33%	28%	27%	33%	32%	29%	30%	30%	30%	30%
		bcd	cdef	ef				hi	i		k			l						
TOTAL EASY	713	152	317	185	41	59	18	322	260	131	374	339	172	247	126	168	419	294	632	81
	53%	64%	58%	48%	37%	33%	26%	62%	54%	37%	55%	50%	48%	58%	54%	50%	53%	52%	53%	48%
		cdef	cdef	def	f			hi	i		k			lo	l					
Fairly difficult	263	47	110	77	20	30	10	98	102	64	133	131	89	77	40	56	167	97	229	35
	19%	20%	20%	20%	18%	17%	14%	19%	21%	18%	20%	19%	25%	18%	17%	17%	21%	17%	19%	21%
													mno				q			
Very difficult	173	15	56	66	22	37	15	42	59	73	82	91	50	51	29	43	101	72	145	28
	13%	6%	10%	17%	19%	20%	22%	8%	12%	20%	12%	13%	14%	12%	13%	13%	13%	13%	12%	17%
			a	ab	ab	ab	ab		g	gh										r
TOTAL DIFFICULT	437	62	165	142	42	67	25	140	160	137	215	222	140	128	69	99	268	169	374	63
	32%	26%	30%	37%	38%	37%	37%	27%	34%	38%	32%	33%	39%	30%	30%	29%	34%	30%	32%	38%
				ab	ab	ab	a		g	g			mno				q			r
Don't know	204	24	64	62	28	54	26	57	57	90	88	116	46	51	36	70	97	107	180	23
	15%	10%	12%	16%	25%	30%	37%	11%	12%	25%	13%	17%	13%	12%	16%	21%	12%	19%	15%	14%
				ab	abc	abc	abcd			gh		j				lmn		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 109**

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

**QM24. And how easy or difficult do you think it is to make COVERAGE (network availability and signal strength) comparisons between mobile phone service providers?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Very easy	303 22%	244 22%	35 31% a	17 25%	** **	85 24%	58 20%	42 21%	44 31% efgij	18 21%	18 17%
Fairly easy	410 30%	351 31% c	36 32%	15 22%	** **	126 35% hij	88 30% j	62 31% j	39 28%	19 23%	24 22%
TOTAL EASY	713 53%	595 52%	71 64% ac	32 48%	** **	211 59% fgij	145 50% j	104 52% j	83 59% fij	37 44%	42 40%
Fairly difficult	263 19%	222 20%	19 17%	14 20%	** **	66 18%	55 19%	42 21%	27 19%	13 16%	24 23%
Very difficult	173 13%	152 13% b	7 6%	10 15% b	** **	36 10%	36 12%	27 14%	17 12%	15 18% e	17 16% e
TOTAL DIFFICULT	437 32%	373 33% b	26 23%	24 36% b	** **	102 29%	91 31%	69 35% e	43 31%	28 35%	42 40% ef
Don't know	204 15%	167 15%	15 13%	11 17%	** **	45 12%	55 19% egh	25 13%	15 10%	17 21% egh	22 21% egh

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 110**

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

**QM25. How much choice do you think you have in terms of alternative mobile phone service providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**

**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCH	BUNDLE NON-SWIT	STANDAL ONE SWITCH	STANDAL ONE NON SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED		ALONE	EVER	NEVER		PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Too much choice	346	85	64	118	79	27	320	198	148	30	99	244	19	**	179	141	28	**
	26%	28%	26%	24%	26%	29%	25%	26%	25%	23%	28%	25%	32%	**	25%	26%	23%	**
About the right amount of choice	760	139	143	300	177	54	705	452	308	78	164	588	33	**	418	287	72	**
	56%	46%	57%	60%	58%	59%	56%	59%	53%	60%	47%	60%	54%	**	59%	52%	59%	**
			a	a	a			h				j			o			
Too little choice	97	18	16	34	30	5	92	66	31	16	17	79	5	**	62	31	15	**
	7%	6%	6%	7%	10%	5%	7%	9%	5%	12%	5%	8%	8%	**	9%	6%	13%	**
					ac			h		h		j			o			
No choice	13	3	1	3	6	-	13	9	4	1	2	11	-	**	9	4	*	**
	1%	1%	1%	1%	2%	-%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	%	**
					c													
Don't know	137	57	25	43	12	7	130	46	91	6	68	65	4	**	42	88	6	**
	10%	19%	10%	9%	4%	8%	10%	6%	16%	5%	20%	7%	6%	**	6%	16%	5%	**
		bcd	d	d					gi		k					ln		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QM25. How much choice do you think you have in terms of alternative mobile phone service providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**

**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Too much choice	346	54	131	106	35	56	21	122	112	112	147	200	82	111	59	94	194	153	308	39
	26%	23%	24%	27%	31%	31%	30%	24%	24%	31%	22%	30%	23%	26%	26%	28%	25%	27%	26%	23%
					ab	ab				gh		j								
About the right amount of choice	760	147	330	206	54	77	23	318	279	163	396	364	210	250	127	173	460	299	667	92
	56%	62%	60%	53%	48%	43%	33%	61%	58%	45%	58%	54%	59%	59%	55%	51%	59%	53%	56%	55%
		cdef	cdef	ef	f	f		i	i		k		o	o			q			
Too little choice	97	21	44	27	4	6	2	40	42	16	57	40	28	31	19	18	59	38	79	18
	7%	9%	8%	7%	4%	3%	2%	8%	9%	4%	8%	6%	8%	7%	8%	5%	8%	7%	7%	11%
		def	def	ef				i	i		k									r
No choice	13	1	5	6	1	2	*	4	6	4	8	5	3	3	3	3	7	6	8	5
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%
																				r
Don't know	137	16	37	44	17	40	23	34	39	64	70	68	33	31	23	50	64	73	124	13
	10%	7%	7%	11%	16%	22%	34%	7%	8%	18%	10%	10%	9%	7%	10%	15%	8%	13%	10%	8%
				ab	ab	abcd	abcde			gh						lmn		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 110**

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

**QM25. How much choice do you think you have in terms of alternative mobile phone service providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**

**by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	NATION					MOBILE NETWORK					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Too much choice	346 26%	283 25%	26 23%	31 46% ab	** **	85 24%	61 21%	48 24%	33 23%	26 31% f	40 38% efgh
About the right amount of choice	760 56%	645 57% c	74 66% ac	28 42%	** **	215 60% gj	171 59% j	106 54%	86 61% j	45 54%	50 48%
Too little choice	97 7%	81 7% b	3 3%	3 4%	** **	27 8% j	23 8% j	19 9% j	10 7%	6 7%	3 3%
No choice	13 1%	12 1%	1 1%	- -%	** **	4 1%	1 *%	3 2%	1 1%	1 1%	1 1%
Don't know	137 10%	113 10%	8 7%	5 8%	** **	27 7%	35 12% e	22 11% e	12 8%	6 7%	10 10%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 111**

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

**QM26. How confident are you about understanding how much mobile data (i.e. 3G or 4G) you use each month? Please only think about what you use, not the amount that is available to you in your package?**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	PAYG	CON-TRACT	BUNDLE SWITCH RS	BUNDLE NON-SWIT CHERS	STANDAL ONE SWITCH RS	ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Very confident	530	86	85	233	126	39	492	315	216	63	87	435	28	**	287	205	60	**
	39%	29%	34%	47% ab	41% ab	42%	39%	41%	37%	48% gh	25%	44% j	45%	**	40%	37%	49%	**
Fairly confident	435	85	96	147	107	31	404	274	161	39	103	330	17	**	257	148	37	**
	32%	28%	38% ac	29% ac	35% ac	33%	32%	35% h	28%	30%	29%	33%	28%	**	36% o	27%	30%	**
TOTAL CONFIDENT	965	171	181	380	233	69	896	589	377	102	189	764	45	**	544	352	97	**
	71%	57%	73% a	76% a	77% a	75%	71%	76% h	65%	78% h	54%	78% j	74% o	**	77% o	64%	79%	**
Not very confident	164	47	31	45	42	12	152	88	77	15	51	112	11	**	77	75	12	**
	12%	16% c	12%	9%	14% c	13%	12%	11%	13%	11%	15% k	11%	17% n	**	11%	14%	10%	**
Not at all confident	167	54	28	59	27	8	159	75	92	11	75	92	4	**	71	88	10	**
	12%	18% bcd	11%	12%	9%	9%	13%	10%	16% gi	8%	21% k	9%	7%	**	10%	16% ln	8%	**
TOTAL NOT CONFIDENT	331	101	59	104	68	21	311	163	168	26	125	204	15	**	148	163	22	**
	24%	33% bcd	24%	21%	22%	22%	25%	21%	29% gi	19%	36% k	21%	24%	**	21%	30% n	18%	**
Don't know	57	29	9	16	3	3	54	20	37	4	36	18	1	**	18	36	3	**
	4%	10% bcd	4% d	3% d	1%	3%	4%	3%	6% qi	3%	10% k	2%	2%	**	3%	6% n	2%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 111**

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

**QM26. How confident are you about understanding how much mobile data (i.e. 3G or 4G) you use each month? Please only think about what you use, not the amount that is available to you in your package?**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Very confident	530	129	238	135	24	29	4	267	177	86	293	237	146	179	86	120	324	206	475	55
	39%	54%	44%	35%	22%	16%	6%	52%	37%	24%	43%	35%	41%	42%	37%	35%	41%	36%	40%	33%
		bcdef	cdef	def	f	f		hi	i		k			o			q		s	
Fairly confident	435	80	199	116	28	40	12	173	177	86	232	203	121	143	72	99	264	171	381	54
	32%	34%	36%	30%	25%	22%	18%	33%	37%	24%	34%	30%	34%	33%	31%	29%	34%	30%	32%	33%
		def	cdef	ef				i	i		k									
TOTAL CONFIDENT	965	209	437	251	52	69	17	440	354	172	525	440	267	321	158	219	588	378	856	110
	71%	88%	80%	64%	47%	38%	25%	85%	74%	48%	78%	65%	75%	75%	68%	65%	75%	66%	72%	66%
		bcdef	cdef	def	ef	f		hi	i		k		no	no			q		s	
Not very confident	164	19	58	59	18	28	10	47	62	55	74	91	45	47	32	40	92	72	142	22
	12%	8%	11%	15%	16%	16%	15%	9%	13%	15%	11%	13%	13%	11%	14%	12%	12%	13%	12%	13%
				ab	ab	ab	a		g	g										
Not at all confident	167	6	43	62	31	56	25	25	49	93	51	116	31	45	35	56	76	91	140	27
	12%	3%	8%	16%	28%	31%	36%	5%	10%	26%	7%	17%	9%	10%	15%	17%	10%	16%	12%	16%
			a	ab	abc	abc	abc		g	gh		j			lm	lm		p		r
TOTAL NOT CONFIDENT	331	26	100	121	49	84	35	71	112	149	125	207	76	91	67	97	168	164	282	49
	24%	11%	18%	31%	44%	47%	51%	14%	23%	42%	18%	31%	21%	21%	29%	29%	21%	29%	24%	30%
			a	ab	abc	abc	abc		g	gh		j			lm	lm		p		r
Don't know	57	3	9	18	10	27	17	7	12	38	27	29	15	14	6	22	29	28	48	8
	4%	1%	2%	5%	9%	15%	24%	1%	3%	11%	4%	4%	4%	3%	3%	6%	4%	5%	4%	5%
				ab	abc	abcd	abcde			gh						mn				

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 111**

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

**QM26. How confident are you about understanding how much mobile data (i.e. 3G or 4G) you use each month? Please only think about what you use, not the amount that is available to you in your package?**  
by **MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Very confident	530	443	46	31	**	140	114	68	72	37	33
	39%	39%	41%	47%	**	39%	39%	34%	51% efgj	45% gj	31%
Fairly confident	435	368	42	12	**	126	88	65	43	23	33
	32%	32% c	37% c	19%	**	35%	30%	33%	30%	28%	31%
TOTAL CONFIDENT	965	811	88	43	**	266	202	133	115	60	66
	71%	71%	78% ac	66%	**	74% gj	69%	67%	82% efgj	73% j	63%
Not very confident	164	141	12	8	**	44	35	29	14	9	14
	12%	12%	10%	11%	**	12%	12%	15%	10%	11%	13%
Not at all confident	167	134	10	15	**	40	35	28	10	10	21
	12%	12%	9%	22% ab	**	11%	12%	14% h	7%	12%	20% efh
TOTAL NOT CONFIDENT	331	274	22	22	**	83	70	58	24	19	35
	24%	24%	19%	34% ab	**	23% h	24% h	29% h	17%	23%	33% efh
Don't know	57	49	3	1	**	8	19	8	2	3	5
	4%	4%	2%	1%	**	2%	7% eh	4%	2%	4%	5%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 112**

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

**QM26. How confident are you about understanding how much mobile data (i.e. 3G or 4G) you use each month? Please only think about what you use, not the amount that is available to you in your package?  
by MOBILE TRUST**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	MOBILE TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		a	b	c	d
Unweighted total	2278	476	762	700	246
Effective Weighted Sample	2147	449	718	660	232
Total	1353	281	448	421	148
Very confident	530	184	162	130	47
	39%	65%	36%	31%	32%
		bcd	c		
Fairly confident	435	49	189	143	39
	32%	17%	42%	34%	26%
			acd	ad	a
TOTAL CONFIDENT	965	233	350	273	86
	71%	83%	78%	65%	58%
		cd	cd	d	
Not very confident	164	13	37	80	28
	12%	5%	8%	19%	19%
			a	ab	ab
Not at all confident	167	23	45	54	28
	12%	8%	10%	13%	19%
				a	abc
TOTAL NOT CONFIDENT	331	36	82	134	56
	24%	13%	18%	32%	38%
			a	ab	ab
Don't know	57	12	16	14	7
	4%	4%	4%	3%	5%

Columns Tested: a,b,c,d



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 113**

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

**QM27. To what extent do you trust your mobile phone service provider to ensure you are on the best deal for your needs?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF		MOBILE				MOBILE SWITCH		
						SIMPLE				LAST 12			BUNDLE	BUNDLE	STANDAL	STANDAL		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	MONTHS	PAYG	CON-TRACT	SWITCHERS	NON-SWITCHERS	ONE SWITCHERS	ONE NON SWITCHERS	MULTIPLE	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
I trust them completely	281	45	42	151	43	17	264	132	149	19	69	205	9	**	123	141	18	**
	21%	15%	17%	30%	14%	18%	21%	17%	26%	14%	20%	21%	15%	**	17%	26%	15%	**
				abd					gi							ln		
I trust them a lot	448	86	103	152	107	34	414	266	182	48	114	330	23	**	242	172	43	**
	33%	29%	42%	30%	35%	37%	33%	34%	31%	36%	33%	33%	38%	**	34%	31%	35%	**
				acd	a													
I trust them a bit	421	108	81	130	103	28	394	263	158	45	106	312	20	**	243	151	42	**
	31%	36%	32%	26%	34%	30%	31%	34%	27%	34%	30%	32%	33%	**	34%	27%	34%	**
		c	c		c			h		h					o			
I don't trust them at all	148	32	13	58	46	12	137	92	57	17	32	115	6	**	85	51	16	**
	11%	11%	5%	12%	15%	12%	11%	12%	10%	13%	9%	12%	10%	**	12%	9%	13%	**
		b		b	ab										o			
Don't know	55	29	11	9	6	2	52	19	36	3	28	24	2	**	17	35	3	**
	4%	10%	4%	2%	2%	3%	4%	2%	6%	2%	8%	2%	3%	**	2%	6%	3%	**
		bcd	cd						qi		k					n		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 113**

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

**QM27. To what extent do you trust your mobile phone service provider to ensure you are on the best deal for your needs?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
I trust them completely	281	60	112	69	27	40	13	120	91	70	128	153	62	86	52	81	149	133	253	28
	21%	25%	21%	18%	24%	22%	19%	23%	19%	19%	19%	23%	17%	20%	22%	24%	19%	23%	21%	17%
		c			c			h				j				l		p		
I trust them a lot	448	84	174	126	37	64	27	171	158	120	231	217	117	139	89	103	256	192	397	51
	33%	35%	32%	32%	33%	36%	39%	33%	33%	33%	34%	32%	33%	33%	38%	31%	33%	34%	33%	31%
															mo					
I trust them a bit	421	72	178	125	29	46	17	163	158	100	214	207	113	142	62	104	255	166	367	55
	31%	30%	33%	32%	26%	26%	25%	31%	33%	28%	32%	31%	32%	33%	27%	31%	33%	29%	31%	33%
			e	e					i					n						
I don't trust them at all	148	15	62	53	13	18	4	48	51	49	78	70	51	45	20	32	96	52	122	26
	11%	6%	11%	14%	12%	10%	6%	9%	11%	14%	12%	10%	14%	11%	9%	9%	12%	9%	10%	16%
			a	af	a					g			no				q			r
Don't know	55	6	20	16	4	12	8	16	19	19	25	29	14	14	9	17	28	26	47	7
	4%	3%	4%	4%	4%	7%	11%	3%	4%	5%	4%	4%	4%	3%	4%	5%	4%	5%	4%	4%
						abc	abcd			g										
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 113**

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

**QM27. To what extent do you trust your mobile phone service provider to ensure you are on the best deal for your needs?  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
I trust them completely	281	234	27	17	**	75	63	33	31	21	26
	21%	21%	24%	26%	**	21%	22%	17%	22%	25% g	25% g
I trust them a lot	448	366	50	20	**	116	96	65	48	25	38
	33%	32%	44% ac	30%	**	32%	33%	33%	34%	31%	36%
I trust them a bit	421	356	32	18	**	110	88	65	44	24	32
	31%	31%	28%	28%	**	31%	30%	32%	31%	29%	31%
I don't trust them at all	148	132	3	6	**	42	32	30	16	11	5
	11%	12% b	3%	9% b	**	12% j	11% j	15% j	12% j	13% j	4%
Don't know	55	47	1	5	**	16	13	6	3	2	5
	4%	4% b	1%	7% b	**	4%	4%	3%	2%	2%	4%

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 114**

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

**Q11. I'd like to talk with you about your home fixed broadband service. Firstly, can I check who pays the bills for your fixed broadband service, is it...  
by BROADBAND CROSS-BREAKS**

Base : Those responsible for the household fixed broadband service

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE	ONE NON SWITCHER	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1521	365	269	477	400	1206	315	790	721	207	619	580	171	141	147	637	476	661	56	151
Effective Weighted Sample	1430	341	253	449	378	1135	296	745	676	195	583	544	161	132	139	600	447	624	53	143
Total	881	204	158	277	236	696	185	458	416	119	359	333	100	83	90	365	263	390	32	87
You	776	172	142	253	210	620	156	403	373	102	322	298	81	76	80	321	240	345	**	78
	88%	84%	90%	91%	89%	89%	85%	88%	90%	86%	90%	89%	81%	91%	88%	88%	91%	88%	**	89%
		a	a	a		f					l	l	l							
Another member of your household	98	32	16	25	26	72	27	56	43	17	37	35	19	8	11	44	22	42	**	9
	11%	16%	10%	9%	11%	10%	14%	12%	10%	14%	10%	11%	19%	9%	12%	12%	8%	11%	**	11%
		bc					e						jkm							
Your company	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1	**	-
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	**	-%
Someone else	4	-	-	-	-	3	2	-	-	-	-	-	-	-	-	-	-	2	**	-
	*%	-%	-%	-%	-%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	**	-%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 114**

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

**Q11. I'd like to talk with you about your home fixed broadband service. Firstly, can I check who pays the bills for your fixed broadband service, is it...  
by BROADBAND CROSS-BREAKS**

Base : Those responsible for the household fixed broadband service

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1521	65	591	579	188	286	98	321	643	557	747	774	396	519	324	282	915	606	1321	200
Effective Weighted Sample	1430	63	573	554	184	280	96	310	611	533	702	730	385	496	317	269	866	571	1242	188
Total	881	41	406	306	83	127	44	216	395	270	447	434	281	280	148	172	561	320	765	116
You	776	**	357	275	76	118	**	180	348	248	410	366	258	242	120	156	501	276	676	100
	88%	**	88%	90%	91%	93%	**	83%	88%	92%	92%	84%	92%	87%	81%	91%	89%	86%	88%	86%
						b			g	gh	k		mn	n		n				
Another member of your household	98	**	46	30	7	8	**	34	44	20	34	65	21	35	28	15	55	43	84	15
	11%	**	11%	10%	8%	7%	**	16%	11%	7%	8%	15%	7%	12%	19%	9%	10%	13%	11%	13%
			e					hi	i			j		l	lmo		p			
Your company	2	**	1	1	-	-	**	-	1	1	1	1	1	1	-	-	2	-	1	1
	*%	**	*%	*%	-%	-%	**	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	1%
																			r	
Someone else	4	**	2	2	*	*	**	1	2	1	2	2	1	1	-	2	3	2	4	-
	*%	**	*%	*%	1%	*%	**	1%	*%	*%	*%	1%	*%	1%	-%	1%	*%	*%	1%	-%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 114**

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

**Q11. I'd like to talk with you about your home fixed broadband service. Firstly, can I check who pays the bills for your fixed broadband service, is it...  
by BROADBAND CROSS-BREAKS**

Base : Those responsible for the household fixed broadband service

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1521	1293	115	70	43	413	391	353	156
Effective Weighted Sample	1430	1216	108	66	41	389	367	332	147
Total	881	750	67	39	25	245	224	208	87
You	776	654	61	**	**	209	196	192	77
	88%	87%	90%	**	**	85%	88%	92% e	89%
Another member of your household	98	90	6	**	**	36	28	17	10
	11%	12%	9%	**	**	15% g	12%	8%	11%
Your company	2	2	-	**	**	1	-	-	-
	*%	*%	-%	**	**	*%	-%	-%	-%
Someone else	4	4	1	**	**	-	-	-	-
	*%	1%	1%	**	**	-%	-%	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INACT- TIVE	PASSIVE	ESTED	INTER- ENG- AGED	SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE	STANDAL ONE NON SWITCHE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Significance Level: 95%																				
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Sky	245	58	50	68	68	217	28	140	105	29	125	91	14	14	28	111	27	170	**	19
	28%	29%	32%	24%	29%	31%	15%	31%	25%	24%	35%	27%	15%	16%	31%	31%	10%	44%	**	22%
			c			f		h			klm	lm					p			
BT	224	57	40	72	56	159	64	99	125	29	67	92	31	33	18	81	114	42	**	22
	26%	28%	25%	26%	24%	23%	35%	22%	30%	25%	19%	28%	32%	40%	19%	22%	44%	11%	**	26%
						e		g			j	j	jk				q			
Virgin Media	208	43	38	77	49	183	26	95	113	20	83	99	12	13	21	73	23	148	**	17
	24%	21%	24%	28%	21%	26%	14%	21%	27%	17%	23%	30%	12%	16%	23%	20%	9%	38%	**	20%
				ad		f			gi		l	ilm					p			
TalkTalk	87	19	15	27	25	65	21	51	36	12	38	28	13	8	8	43	45	18	**	8
	10%	9%	10%	10%	11%	9%	12%	11%	9%	10%	11%	8%	13%	10%	8%	12%	17%	5%	**	9%
																	q			
EE	32	6	5	13	8	20	12	22	10	7	14	5	8	4	4	18	15	3	**	6
	4%	3%	3%	5%	4%	3%	7%	5%	2%	6%	4%	2%	8%	5%	5%	5%	6%	1%	**	6%
							e	h		h	k		jk	k			q			
Plusnet	29	8	5	7	10	18	11	21	8	6	14	4	7	4	6	14	15	3	**	5
	3%	4%	3%	2%	4%	3%	6%	5%	2%	5%	4%	1%	7%	5%	7%	4%	6%	1%	**	6%
							e	h		h	k		k	k			q			
Vodafone	9	1	-	2	6	4	5	7	1	6	3	1	4	*	1	6	3	-	**	4
	1%	1%	-%	1%	2%	1%	3%	2%	1%	5%	1%	1%	4%	1%	1%	2%	1%	-%	**	5%
				abc			e	h		gh			jkm				q			
Post Office	7	2	*	2	3	6	1	5	2	3	3	2	1	-	-	5	5	*	**	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-%	-%	1%	2%	1%	**	2%
										h							q			
Utilities Warehouse	5	2	-	1	2	5	-	3	2	1	3	2	-	-	-	3	5	*	**	1
	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	-%	-%	-%	1%	2%	1%	**	1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

q



**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	ONE								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
KComm/ Kingston Communications	3 *%	1 *%	- -%	2 1%	- -%	3 *%	* *%	* *%	3 1%	- -%	- -%	3 1%	* *%	- -%	- -%	* *%	3 1%	- -%	** **	- -%	
AOL	2 *%	1 *%	1 *%	1 *%	- -%	- -%	2 1%	1 *%	2 *%	- -%	- -%	- -%	1 1%	2 2%	- -%	1 *%	- -%	- -%	** **	- -%	
Three (3) Mobile	2 *%	1 *%	* *%	1 *%	- -%	1 *%	1 1%	- -%	2 *%	- -%	- -%	1 *%	- -%	1 1%	- -%	- -%	- -%	- -%	** **	- -%	
Southern Electric	2 *%	- -%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	* *%	1 1%	1 *%	- -%	* *%	* *%	1 1%	1 *%	1 *%	- -%	** **	* *%	
Freesat	2 *%	1 *%	1 *%	- -%	- -%	2 *%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	* 1%	* *%	* *%	- -%	** **	- -%	
John Lewis	2 *%	- -%	* *%	1 *%	* *%	2 *%	- -%	2 *%	- -%	* *%	2 *%	- -%	- -%	- -%	1 1%	* *%	2 1%	- -%	** **	- -%	
Orange	1 *%	- -%	1 1%	- -%	1 *%	- -%	1 1%	1 *%	1 *%	- -%	- -%	- -%	1 1%	1 1%	1 1%	- -%	- -%	- -%	** **	- -%	
Now TV	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 1%	1 *%	- -%	- -%	- -%	- -%	1 *%	* *%	1 *%	** **	1 1%	
Tesco	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	LAST 12 MONTHS EVER	NEVER	MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED															
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Eclipse	1 %	1 %	- %	- %	- %	- %	1 % e	1 %	- %	- %	- %	- %	1 % j	- %	- %	1 %	- %	- %	** %	- %
Other	6 1%	1 %	- %	2 1%	4 1% b	3 %	3 2% e	4 1%	2 1%	2 1%	1 %	2 1%	3 3% jk	1 1%	* %	3 1%	3 1% q	- %	** %	2 2%
Don't know	6 1%	3 1%	- %	2 1%	1 1%	3 %	3 1%	3 1%	3 1%	2 1%	2 %	2 1%	2 2%	1 1%	1 1%	2 1%	1 1%	1 %	** %	- %
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Sky	245	**	132	79	16	22	**	65	127	53	126	119	68	78	45	54	146	98	218	26
	28%	**	33%	26%	19%	17%	**	30%	32%	20%	28%	28%	24%	28%	30%	32%	26%	31%	29%	23%
			cde	e				i	i							l				
BT	224	**	89	82	27	43	**	45	95	84	122	102	83	79	32	31	162	62	174	50
	26%	**	22%	27%	33%	34%	**	21%	24%	31%	28%	24%	30%	29%	21%	18%	29%	20%	23%	44%
				b	bc					gh			no	no			q		r	
Virgin Media	208	**	97	82	14	21	**	55	95	58	103	106	75	57	37	39	132	76	203	5
	24%	**	24%	27%	17%	16%	**	26%	24%	22%	23%	25%	27%	21%	25%	23%	24%	24%	27%	5%
			e	de									m						s	
TalkTalk	87	**	40	26	11	17	**	23	34	30	40	47	24	23	15	24	47	40	74	13
	10%	**	10%	9%	14%	13%	**	11%	9%	11%	9%	11%	9%	8%	10%	14%	9%	12%	10%	11%
					c	c										lm		p		
EE	32	**	17	9	3	4	**	10	14	8	13	19	8	11	7	6	19	13	26	6
	4%	**	4%	3%	3%	3%	**	5%	4%	3%	3%	4%	3%	4%	4%	4%	3%	4%	3%	5%
Plusnet	29	**	10	10	5	9	**	6	8	15	15	14	10	10	5	4	20	9	22	8
	3%	**	2%	3%	5%	7%	**	3%	2%	5%	3%	3%	4%	4%	3%	3%	4%	3%	3%	7%
				b	bc					h									r	
Vodafone	9	**	5	2	1	1	**	2	4	3	4	4	2	2	3	2	5	4	7	2
	1%	**	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Post Office	7	**	3	2	*	1	**	1	3	3	2	5	-	2	1	4	2	5	6	1
	1%	**	1%	1%	*%	1%	**	1%	1%	1%	*%	1%	-%	1%	1%	2%	*%	2%	1%	1%
																l		p		
Utilities Warehouse	5	**	3	1	1	1	**	1	2	1	2	3	1	3	*	-	5	*	4	1
	1%	**	1%	*%	1%	1%	**	1%	1%	*%	*%	1%	*%	1%	*%	-%	1%	*%	1%	1%
KComm/ Kingston Communications	3	**	1	1	1	1	**	-	2	1	3	*	-	2	*	*	2	1	3	-
	*%	**	*%	*%	1%	1%	**	-%	*%	*%	1%	*%	-%	1%	*%	*%	*%	*%	*%	-%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
AOL	2	**	-	2	1	1	**	-	1	2	2	1	-	1	*	1	1	2	2	-
	%	**	-%	1%	1%	1%	**	-%	%	1%	%	%	-%	%	%	1%	%	%	%	-%
					b															
Three (3) Mobile	2	**	1	1	-	*	**	-	1	1	1	*	1	-	1	-	1	1	2	-
	%	**	%	%	-%	%	**	-%	%	%	%	%	1%	-%	%	-%	%	%	%	-%
Southern Electric	2	**	-	1	-	1	**	-	-	2	2	-	-	*	1	1	*	1	1	*
	%	**	-%	%	-%	1%	**	-%	-%	1%	%	-%	-%	%	1%	%	%	%	%	%
						b				h										
Freesat	2	**	-	-	*	1	**	1	-	1	*	1	*	-	-	1	*	1	2	-
	%	**	-%	-%	1%	1%	**	%	-%	%	%	%	%	-%	-%	1%	%	%	%	-%
						bc														
John Lewis	2	**	-	1	*	*	**	-	1	1	*	1	1	-	*	-	1	*	2	-
	%	**	-%	%	1%	%	**	-%	%	%	%	%	%	-%	%	-%	%	%	%	-%
Orange	1	**	1	1	-	-	**	-	1	-	-	1	1	-	-	-	1	-	1	-
	%	**	%	%	-%	-%	**	-%	%	-%	-%	%	1%	-%	-%	-%	%	-%	%	-%
Now TV	1	**	*	-	-	-	**	1	*	-	1	-	-	1	-	*	1	*	*	1
	%	**	%	-%	-%	-%	**	%	%	-%	%	-%	-%	%	-%	%	%	%	%	1%
Tesco	1	**	-	1	-	-	**	-	-	1	1	-	-	-	-	1	-	1	1	-
	%	**	-%	%	-%	-%	**	-%	-%	%	%	-%	-%	-%	-%	%	-%	%	%	-%
Eclipse	1	**	-	1	-	-	**	-	-	1	-	1	1	-	-	-	1	-	-	1
	%	**	-%	%	-%	-%	**	-%	-%	%	-%	%	%	-%	-%	-%	%	-%	-%	1%
																			r	
Other	6	**	4	1	1	1	**	2	3	1	3	3	1	3	1	-	5	1	6	*
	1%	**	1%	%	1%	1%	**	1%	1%	%	1%	1%	%	1%	1%	-%	1%	%	1%	%
Don't know	6	**	1	2	1	2	**	2	*	3	3	3	1	3	-	2	4	2	5	*
	1%	**	%	1%	2%	1%	**	1%	%	1%	1%	1%	%	1%	-%	1%	1%	1%	1%	%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Sky	245	203	21	**	**	245	-	-	-
	28%	27%	32%	**	**	100% fgh	-%	-%	-%
BT	224	187	18	**	**	-	224	-	-
	26%	25%	27%	**	**	-%	100% egh	-%	-%
Virgin Media	208	186	16	**	**	-	-	208	-
	24%	25%	25%	**	**	-%	-%	100% efh	-%
TalkTalk	87	71	6	**	**	-	-	-	87
	10%	10%	9%	**	**	-%	-%	-%	100% efg
EE	32	27	1	**	**	-	-	-	-
	4%	4%	1%	**	**	-%	-%	-%	-%
Plusnet	29	25	3	**	**	-	-	-	-
	3%	3%	5%	**	**	-%	-%	-%	-%
Vodafone	9	7	-	**	**	-	-	-	-
	1%	1%	-%	**	**	-%	-%	-%	-%
Post Office	7	6	-	**	**	-	-	-	-
	1%	1%	-%	**	**	-%	-%	-%	-%
Utilities Warehouse	5	5	-	**	**	-	-	-	-
	1%	1%	-%	**	**	-%	-%	-%	-%
KComm/ Kingston Communications	3	3	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
AOL	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 115**

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

**Q12. Which fixed broadband internet service provider does your household currently use as its MAIN provider at home?**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Three (3) Mobile	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Southern Electric	2	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Freesat	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
John Lewis	2	2	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Orange	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Now TV	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Tesco	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Eclipse	1	1	-	**	**	-	-	-	-
	*%	*%	-%	**	**	-%	-%	-%	-%
Other	6	5	1	**	**	-	-	-	-
	1%	1%	1%	**	**	-%	-%	-%	-%
Don't know	6	5	*	**	**	-	-	-	-
	1%	1%	1%	**	**	-%	-%	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 116**

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

**Q13d. Do you have a contract with (FIXED BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDALONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
No, don't have a contract	171	49	33	57	31	142	29	74	97	6	60	82	14	15	15	58	54	80	**	4
	20%	24%	21%	21%	13%	20%	16%	16%	23%	5%	17%	25%	14%	18%	16%	16%	21%	21%	**	4%
		d	d	d				i	gi			jl								
Within the next month	15	1	-	7	7	10	4	8	6	3	6	4	2	2	2	7	6	4	**	2
	2%	1%	-%	2%	3%	1%	2%	2%	1%	3%	2%	1%	2%	3%	2%	2%	2%	1%	**	2%
				b	ab															
In 1-3 months	22	2	3	9	8	16	6	13	9	3	10	6	3	3	4	9	7	8	**	1
	3%	1%	2%	3%	4%	2%	3%	3%	2%	2%	3%	2%	3%	3%	5%	2%	3%	2%	**	2%
				a	a															
In 4-6 months	51	10	8	11	22	37	14	32	20	11	23	14	9	6	4	27	19	18	**	9
	6%	5%	5%	4%	9%	5%	8%	7%	5%	10%	6%	4%	9%	7%	5%	7%	7%	5%	**	11%
				ac						h			k							
In 7-12 months	224	37	37	70	80	186	39	132	92	52	109	77	24	15	30	102	66	110	**	37
	26%	18%	23%	25%	34%	27%	21%	29%	22%	44%	30%	23%	24%	18%	33%	28%	25%	28%	**	43%
				a	abc	f		h	gh	km										
In 13-18 months	101	17	16	37	30	77	24	62	39	20	45	32	18	6	11	52	28	44	**	14
	12%	8%	10%	14%	13%	11%	13%	14%	9%	17%	12%	10%	18%	7%	12%	14%	11%	11%	**	17%
				a				h	h				km							
In more than 18 months	66	12	13	24	17	51	16	35	31	11	27	24	8	8	8	27	20	25	**	10
	8%	6%	8%	9%	7%	7%	9%	8%	8%	9%	8%	7%	8%	9%	9%	7%	8%	6%	**	11%
Not sure when contract runs out	178	55	41	53	29	141	37	83	96	8	67	74	16	21	11	71	45	86	**	7
	20%	27%	26%	19%	12%	20%	20%	18%	23%	7%	19%	22%	16%	26%	12%	20%	17%	22%	**	8%
		cd	cd	d				i	gi				l	n			p			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 116**

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

**Q13d. Do you have a contract with (FIXED BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Don't know if I have a contract	46	19	8	8	11	32	14	19	27	4	13	20	6	8	6	12	17	13	**	3
	5%	9%	5%	3%	5%	5%	8%	4%	7%	3%	4%	6%	6%	9%	6%	3%	6%	3%	**	3%
		bcd					e		g					j			q			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 116**

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

**Q13d. Do you have a contract with (FIXED BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
No, don't have a contract	171 20%	** **	74 18%	65 22%	18 22%	29 23%	** **	33 15%	80 20%	58 22%	84 19%	86 20%	64 23%	50 18%	26 17%	31 18%	114 21%	56 18%	145 19%	25 22%
Within the next month	15 2%	** **	7 2%	5 2%	* *%	2 2%	** **	3 1%	4 1%	7 3%	6 1%	8 2%	4 2%	6 2%	4 2%	1 *%	10 2%	4 1%	10 1%	4 4%
In 1-3 months	22 3%	** **	12 3%	7 2%	1 1%	1 1%	** **	8 4%	9 2%	5 2%	12 3%	10 2%	6 2%	4 1%	4 3%	8 5% lm	10 2%	12 4% p	17 2%	5 4%
In 4-6 months	51 6%	** **	26 6%	15 5%	6 7%	8 6%	** **	12 5%	26 7%	14 5%	27 6%	25 6%	15 5%	15 5%	10 7%	12 7%	29 5%	22 7%	45 6%	6 5%
In 7-12 months	224 26%	** **	113 28%	75 25%	19 22%	23 18%	** **	67 31%	100 25%	58 22%	117 26%	107 25%	66 24%	74 27%	35 23%	50 29%	140 25%	84 26%	202 27%	22 19%
In 13-18 months	101 12%	** **	53 13%	31 10%	7 9%	12 9%	** **	27 13%	51 13%	23 9%	56 13%	45 10%	36 13%	32 12%	17 12%	15 9%	68 12%	33 10%	85 11%	16 14%
In more than 18 months	66 8%	** **	26 7%	27 9%	4 5%	9 7%	** **	18 8%	27 7%	21 8%	30 7%	37 8%	23 8%	18 6%	13 9%	13 7%	40 7%	26 8%	56 7%	10 9%
Not sure when contract runs out	178 20%	** **	78 19%	62 20%	18 22%	30 24%	** **	39 18%	78 20%	61 23%	89 20%	89 21%	53 19%	60 22%	30 21%	35 21%	113 20%	66 21%	162 21%	17 15%
Don't know if I have a contract	46 5%	** **	14 4%	17 5%	9 11%	13 10%	** **	8 4%	18 5%	21 8%	22 5%	25 6%	12 4%	19 7%	9 6%	7 4%	31 6%	15 5%	38 5%	9 7%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 116**

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

**Q13d. Do you have a contract with (FIXED BROADBAND PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
No, don't have a contract	171	148	14	**	**	44	44	49	17
	20%	20%	20%	**	**	18%	19%	24% e	19%
Within the next month	15	13	1	**	**	1	6	2	2
	2%	2%	2%	**	**	*%	3% e	1%	2% e
In 1-3 months	22	19	2	**	**	9	7	3	1
	3%	3%	3%	**	**	4%	3%	1%	2%
In 4-6 months	51	43	1	**	**	15	13	12	4
	6%	6%	2%	**	**	6%	6%	6%	4%
In 7-12 months	224	195	17	**	**	69	60	54	15
	26%	26%	25%	**	**	28% h	27% h	26% h	17%
In 13-18 months	101	86	6	**	**	31	24	18	13
	12%	12%	9%	**	**	13%	11%	8%	15% g
In more than 18 months	66	57	4	**	**	12	14	16	12
	8%	8%	5%	**	**	5%	6%	8%	14% efg
Not sure when contract runs out	178	143	17	**	**	55	41	47	17
	20%	19%	25%	**	**	23%	18%	23%	19%
Don't know if I have a contract	46	39	5	**	**	9	16	7	6
	5%	5%	8%	**	**	4%	7% eg	3%	7%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 117**

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

**Q12g. Have you or has (FIXED BROADBAND PROVIDER) made any of these changes to your fixed broadband service in the last 12 months?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Received a discount for your fixed broadband service	93	11	4	25	54	77	16	54	39	11	44	33	10	6	11	43	28	45	**	7
	11%	5%	2%	9%	23%	11%	9%	12%	9%	9%	12%	10%	10%	8%	13%	12%	11%	12%	**	7%
				ab	abc															
Added extra or improved services for your fixed broadband service	88	11	7	30	40	75	13	48	40	8	38	37	10	3	8	39	26	44	**	5
	10%	6%	4%	11%	17%	11%	7%	10%	10%	6%	11%	11%	10%	4%	9%	11%	10%	11%	**	6%
				ab	abc						m	m	m							
Reduced or downgraded services for your fixed broadband service	25	4	-	12	10	19	7	12	14	1	9	10	3	4	*	11	8	10	**	*
	3%	2%	-%	4%	4%	3%	4%	3%	3%	1%	2%	3%	3%	4%	1%	3%	3%	3%	**	1%
		b		ab	b															
ANY OF THESE CHANGES	185	23	9	59	94	150	35	106	80	18	83	68	23	12	20	85	56	86	**	11
	21%	11%	6%	21%	40%	22%	19%	23%	19%	15%	23%	20%	23%	14%	22%	23%	21%	22%	**	12%
		b		ab	abc			i			m									
None of these	689	181	148	219	142	542	148	353	336	101	276	265	77	71	71	280	206	300	**	76
	79%	89%	94%	79%	60%	78%	81%	77%	81%	85%	77%	80%	77%	86%	78%	77%	79%	78%	**	88%
		cd	acd	d						g				j						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 117**

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

**Q12g. Have you or has (FIXED BROADBAND PROVIDER) made any of these changes to your fixed broadband service in the last 12 months?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Received a discount for your fixed broadband service	93 11%	** **	44 11%	33 11%	9 11%	12 10%	** **	28 13%	37 9%	28 11%	44 10%	49 11%	27 10%	29 11%	17 11%	20 12%	56 10%	37 12%	83 11%	10 9%
Added extra or improved services for your fixed broadband service	88 10%	** **	38 9%	32 11%	9 11%	14 11%	** **	18 9%	41 11%	28 11%	51 12% k	37 8%	34 12% o	29 10% o	16 11% o	10 6%	63 11% q	25 8%	68 9%	20 17% r
Reduced or downgraded services for your fixed broadband service	25 3%	** **	12 3%	8 3%	3 3%	3 3%	** **	9 4% h	8 2%	8 3%	10 2%	15 4%	10 3%	9 3%	4 3%	3 2%	18 3%	7 2%	21 3%	4 4%
ANY OF THESE CHANGES	185 21%	** **	83 21%	66 22%	19 22%	28 22%	** **	48 23%	79 20%	58 21%	93 21%	93 21%	63 22%	57 21%	35 24%	31 18%	119 21%	66 21%	154 20%	31 27% r
None of these	689 79%	** **	320 79%	238 78%	64 78%	99 78%	** **	166 77%	313 80%	211 79%	351 79%	338 79%	216 78%	220 79%	113 76%	140 82%	437 79%	253 79%	606 80% s	83 73%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 117**

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

**Q12g. Have you or has (FIXED BROADBAND PROVIDER) made any of these changes to your fixed broadband service in the last 12 months?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Received a discount for your fixed broadband service	93 11%	79 11%	5 8%	** **	** **	33 13% f	16 7%	20 10%	10 11%
Added extra or improved services for your fixed broadband service	88 10%	74 10%	5 8%	** **	** **	22 9%	23 10%	23 11%	12 13%
Reduced or downgraded services for your fixed broadband service	25 3%	22 3%	2 2%	** **	** **	3 1%	7 3%	11 5% e	2 2%
ANY OF THESE CHANGES	185 21%	157 21%	12 18%	** **	** **	52 21%	40 18%	48 23%	21 24%
None of these	689 79%	587 79%	55 82%	** **	** **	193 79%	184 82%	160 77%	66 76%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 118**

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

**Q12G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Received a discount for your fixed broadband service	68 8%	2 1%	1 *%	16 6% ab	49 21% abc	56 8%	13 7%	40 9%	28 7%	9 8%	33 9%	22 7%	7 7%	6 7%	9 10%	31 8%	22 8%	33 9%	** **	6 7%
Added extra or improved services for your fixed broadband service	45 5%	* *%	1 *%	14 5% ab	30 13% abc	38 5%	8 4%	24 5%	21 5%	6 5%	19 5%	19 6%	6 6%	2 2%	4 5%	20 6%	13 5%	21 5%	** **	5 5%
Reduced or downgraded services for your fixed broadband service	18 2%	1 *%	- -%	8 3% ab	9 4% ab	14 2%	4 2%	9 2%	9 2%	1 1%	7 2%	7 2%	2 2%	2 3%	- -%	9 2%	6 2%	7 2%	** **	* *%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	122 14%	4 2%	1 1%	36 13% ab	81 35% abc	99 14%	24 13%	68 15%	54 13%	15 12%	54 15%	45 13%	14 14%	9 11%	13 14%	55 15%	38 14%	56 14%	** **	10 11%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	753 86%	200 98% cd	157 99% cd	242 87% d	154 65%	593 86%	159 87%	390 85%	362 87%	104 88%	305 85%	288 87%	85 86%	74 89%	77 86%	310 85%	225 86%	331 86%	** **	78 89%
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 118**

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

**Q12G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Received a discount for your fixed broadband service	68 8%	** **	31 8%	26 9%	7 8%	8 6%	** **	20 9%	28 7%	20 8%	30 7%	38 9%	21 7%	22 8%	12 8%	14 8%	43 8%	26 8%	59 8%	9 8%
Added extra or improved services for your fixed broadband service	45 5%	** **	20 5%	18 6%	3 4%	5 4%	** **	11 5%	20 5%	14 5%	28 6%	18 4%	17 6% o	15 5% o	10 7% o	3 2%	32 6%	13 4%	37 5%	9 8%
Reduced or downgraded services for your fixed broadband service	18 2%	** **	8 2%	6 2%	2 2%	3 2%	** **	6 3%	6 2%	6 2%	7 2%	11 3%	7 3%	7 3%	2 1%	2 1%	14 3% q	3 1%	14 2%	3 3%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	122 14%	** **	56 14%	46 15%	10 12%	14 11%	** **	37 17%	51 13%	34 13%	59 13%	63 15%	42 15%	39 14%	22 15%	19 11%	81 15%	41 13%	104 14%	18 16%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	753 86%	** **	347 86%	258 85%	73 88%	113 89%	** **	178 83%	340 87%	234 87%	385 87%	367 85%	237 85%	238 86%	126 85%	152 89%	475 85%	277 87%	656 86%	97 84%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 118**

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

**Q12G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Received a discount for your fixed broadband service	68 8%	59 8%	5 8%	** **	** **	26 11% fg	12 5%	13 6%	6 7%
Added extra or improved services for your fixed broadband service	45 5%	40 5%	3 5%	** **	** **	13 5%	10 4%	12 6%	5 6%
Reduced or downgraded services for your fixed broadband service	18 2%	16 2%	2 2%	** **	** **	3 1%	4 2%	9 4% ef	1 1%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	122 14%	105 14%	10 15%	** **	** **	38 16% f	22 10%	32 16% f	12 13%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	753 86%	639 86%	56 85%	** **	** **	206 84%	202 90% eg	176 84%	75 87%
Columns Tested: a,b,c,d - e,f,g,h									



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 119**

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

**Q12G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INTER-				SIMPLE	STAND-			LAST	BUNDLE	BUNDLE	STANDAL	STANDAL						
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	12 MONTHS	SWITCHES	NON-SWITCHERS	ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Received a discount for your fixed broadband service	25 3%	8 4%	3 2%	9 3%	5 2%	21 3%	4 2%	14 3%	11 3%	2 2%	11 3%	10 3%	3 3%	1 1%	2 2%	12 3%	6 2%	12 3%	** **	1 1%
Added extra or improved services for your fixed broadband service	42 5%	11 5%	6 4%	16 6%	10 4%	37 5%	5 3%	23 5% i	19 5% i	2 2%	19 5%	18 5%	4 4%	1 2%	4 5%	18 5%	12 5%	23 6%	** **	1 1%
Reduced or downgraded services for your fixed broadband service	8 1%	3 2% bd	- -%	4 1% bd	* *%	5 1%	3 2%	3 1%	4 1%	* *%	2 *%	3 1%	1 2%	1 2%	* *%	3 1%	2 1%	3 1%	** **	- -%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	65 7%	20 10% bd	8 5%	24 9%	13 6%	54 8%	12 6%	38 8% i	27 7% i	3 3%	29 8%	24 7%	9 9%	3 3%	7 7%	31 8%	18 7%	32 8%	** **	1 1%
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	809 93%	184 90%	150 95% a	254 91%	222 94% a	638 92%	171 94%	420 92%	389 93%	115 97% gh	329 92%	309 93%	91 91%	80 97%	84 93%	334 92%	244 93%	354 92%	** **	86 99%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 119**

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

**Q12G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Received a discount for your fixed broadband service	25 3%	** **	13 3%	7 2%	3 3%	4 3%	** **	8 4%	9 2%	8 3%	13 3%	12 3%	6 2%	8 3%	5 3%	6 3%	14 2%	11 3%	23 3%	1 1%
Added extra or improved services for your fixed broadband service	42 5%	** **	18 4%	14 5%	6 7%	10 8%	** **	7 3%	21 5%	15 5%	24 5%	19 4%	16 6%	14 5%	6 4%	6 4%	30 5%	12 4%	31 4%	11 10% r
Reduced or downgraded services for your fixed broadband service	8 1%	** **	4 1%	2 1%	1 1%	1 1%	** **	3 2%	2 1%	2 1%	3 1%	5 1%	2 1%	2 1%	3 2%	1 1%	4 1%	4 1%	7 1%	1 1%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	65 7%	** **	28 7%	21 7%	8 10%	14 11% b	** **	13 6%	28 7%	24 9%	36 8%	29 7%	22 8%	19 7%	13 9%	12 7%	41 7%	25 8%	52 7%	13 12% r
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	809 93%	** **	376 93% e	283 93%	74 90%	113 89%	** **	201 94%	363 93%	245 91%	408 92%	402 93%	257 92%	258 93%	135 91%	159 93%	515 93%	294 92%	708 93% s	101 88%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 119**

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

**Q12G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Received a discount for your fixed broadband service	25 3%	20 3%	- -%	** **	** **	7 3%	4 2%	7 3%	4 4%
Added extra or improved services for your fixed broadband service	42 5%	34 5%	2 3%	** **	** **	9 4%	13 6%	11 5%	7 8%
Reduced or downgraded services for your fixed broadband service	8 1%	6 1%	- -%	** **	** **	* *%	3 1%	2 1%	1 1%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	65 7%	54 7%	2 3%	** **	** **	13 5%	18 8%	17 8%	9 11% e
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	809 93%	690 93%	65 97%	** **	** **	231 95% h	206 92%	191 92%	78 89%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 120**

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

**Q12h. Thinking specifically about receiving a discount for your fixed broadband service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have received a discount for their fixed broadband service in the last 12 months

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							RS	RS	RS							
Significance Level: 95%		~a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	163	19	7	44	93	134	29	94	69	20	76	58	18	11	19	75	51	78	9	11	
Effective Weighted Sample	154	18	7	42	87	127	27	88	65	19	72	55	17	11	18	71	48	74	9	10	
Total	93	11	4	25	54	77	16	54	39	11	44	33	10	6	11	43	28	45	5	7	
I contacted my provider to make this change	65	**	**	**	**	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	70%	**	**	**	**	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
My provided contacted me	25	**	**	**	**	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	27%	**	**	**	**	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	4	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	4%	**	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 120**

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

**Q12h. Thinking specifically about receiving a discount for your fixed broadband service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have received a discount for their fixed broadband service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	163	6	67	63	21	27	6	43	61	59	73	90	39	54	37	33	93	70	145	18
Effective Weighted Sample	154	6	64	60	21	26	6	41	58	57	69	85	38	52	36	32	88	66	137	17
Total	93	4	44	33	9	12	3	28	37	28	44	49	27	29	17	20	56	37	83	10
I contacted my provider to make this change	65	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	56	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68%	**
My provider contacted me	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28%	**
Don't know/ can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 120**

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

**Q12h. Thinking specifically about receiving a discount for your fixed broadband service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have received a discount for their fixed broadband service in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	163	137	10	15	1	56	29	35	17
Effective Weighted Sample	154	130	9	14	1	53	28	33	16
Total	93	79	5	9	1	33	16	20	10
I contacted my provider to make this change	65	55	**	**	**	**	**	**	**
	70%	70%	**	**	**	**	**	**	**
My provider contacted me	25	20	**	**	**	**	**	**	**
	27%	26%	**	**	**	**	**	**	**
Don't know/ can't remember	4	4	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 121**

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

**Q12i. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have received a discount for their fixed broadband service in the last 12 months

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	163	19	7	44	93	134	29	94	69	20	76	58	18	11	19	75	51	78	9	11
Effective Weighted Sample	154	18	7	42	87	127	27	88	65	19	72	55	17	11	18	71	48	74	9	10
Total	93	11	4	25	54	77	16	54	39	11	44	33	10	6	11	43	28	45	5	7
Yes	67	**	**	**	**	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	25	**	**	**	**	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 121**

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

**Q12i. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have received a discount for their fixed broadband service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	163	6	67	63	21	27	6	43	61	59	73	90	39	54	37	33	93	70	145	18
Effective Weighted Sample	154	6	64	60	21	26	6	41	58	57	69	85	38	52	36	32	88	66	137	17
Total	93	4	44	33	9	12	3	28	37	28	44	49	27	29	17	20	56	37	83	10
Yes	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	61	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	74%	**
No	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25%	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 121**

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

**Q12i. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have received a discount for their fixed broadband service in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	163	137	10	15	1	56	29	35	17
Effective Weighted Sample	154	130	9	14	1	53	28	33	16
Total	93	79	5	9	1	33	16	20	10
Yes	67	57	**	**	**	**	**	**	**
	72%	72%	**	**	**	**	**	**	**
No	25	21	**	**	**	**	**	**	**
	27%	26%	**	**	**	**	**	**	**
Don't know	1	1	**	**	**	**	**	**	**
	1%	2%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 122**

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

**Q12j. Thinking specifically about adding extra or improved services for your fixed broadband service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS	RS							
Significance Level: 95%	~a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s		
Unweighted total	153	20	13	52	68	130	23	83	70	14	66	64	17	6	13	69	48	74	4	10	
Effective Weighted Sample	145	19	12	50	64	123	22	78	66	13	62	61	16	6	12	65	46	70	4	9	
Total	88	11	7	30	40	75	13	48	40	8	38	37	10	3	8	39	26	44	2	5	
I contacted my provider to make this change	42 48%	** **	** **	** **	** **	36 48%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
My provided contacted me	42 48%	** **	** **	** **	** **	37 50%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
Don't know/ can't remember	3 3%	** **	** **	** **	** **	2 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 122**

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

**Q12j. Thinking specifically about adding extra or improved services for your fixed broadband service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	153	6	58	59	19	30	11	28	69	56	86	67	50	52	34	17	102	51	119	34
Effective Weighted Sample	145	6	56	56	19	29	11	27	66	54	82	63	48	50	33	16	97	49	113	32
Total	88	4	38	32	9	14	5	18	41	28	51	37	34	29	16	10	63	25	68	20
I contacted my provider to make this change	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**	34	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	**	50%	**
My provider contacted me	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30	**	31	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	46%	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	4%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 122**

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

**Q12j. Thinking specifically about adding extra or improved services for your fixed broadband service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	153	129	8	13	3	37	39	37	23
Effective Weighted Sample	145	122	8	12	3	35	37	35	22
Total	88	74	5	7	1	22	23	23	12
I contacted my provider to make this change	42	37	**	**	**	**	**	**	**
	48%	50%	**	**	**	**	**	**	**
My provider contacted me	42	34	**	**	**	**	**	**	**
	48%	46%	**	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 123**

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

**Q12k. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED															
Significance Level: 95%	~a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	153	20	13	52	68	130	23	83	70	14	66	64	17	6	13	69	48	74	4	10
Effective Weighted Sample	145	19	12	50	64	123	22	78	66	13	62	61	16	6	12	65	46	70	4	9
Total	88	11	7	30	40	75	13	48	40	8	38	37	10	3	8	39	26	44	2	5
Yes	44	**	**	**	**	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	41	**	**	**	**	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 123**

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

**Q12k. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	153	6	58	59	19	30	11	28	69	56	86	67	50	52	34	17	102	51	119	34
Effective Weighted Sample	145	6	56	56	19	29	11	27	66	54	82	63	48	50	33	16	97	49	113	32
Total	88	4	38	32	9	14	5	18	41	28	51	37	34	29	16	10	63	25	68	20
Yes	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**	36	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**	52%	**
No	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30	**	30	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	43%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	4%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 123**

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

**Q12k. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have added extra or improved services for their fixed broadband service in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	153	129	8	13	3	37	39	37	23
Effective Weighted Sample	145	122	8	12	3	35	37	35	22
Total	88	74	5	7	1	22	23	23	12
Yes	44	34	**	**	**	**	**	**	**
	50%	46%	**	**	**	**	**	**	**
No	41	38	**	**	**	**	**	**	**
	47%	51%	**	**	**	**	**	**	**
Don't know	3	2	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 124**

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

**Q12I. Thinking specifically about reducing or downgrading services for your fixed broadband service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE NON SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS	RS							
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s		
Unweighted total	45	7	-	21	17	33	12	21	24	3	16	17	5	7	1	20	14	17	2	1	
Effective Weighted Sample	42	6	-	20	15	31	11	19	22	3	15	16	5	6	1	18	13	16	2	1	
Total	25	4	-	12	10	19	7	12	14	1	9	10	3	4	*	11	8	10	1	*	
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
My provided contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 124**

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

**Q12I. Thinking specifically about reducing or downgrading services for your fixed broadband service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	45	3	19	15	6	8	2	14	14	17	17	28	13	17	10	5	30	15	37	8
Effective Weighted Sample	42	3	18	14	6	8	2	13	13	16	16	26	13	16	10	5	28	15	34	7
Total	25	2	12	8	3	3	1	9	8	8	10	15	10	9	4	3	18	7	21	4
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 124**

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

**Q12I. Thinking specifically about reducing or downgrading services for your fixed broadband service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?  
by BROADBAND CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	45	39	3	2	1	7	13	17	3
Effective Weighted Sample	42	36	3	2	1	7	12	16	3
Total	25	22	2	1	*	3	7	11	2
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 125**

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

**Q12m. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS	RS							
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s		
Unweighted total	45	7	-	21	17	33	12	21	24	3	16	17	5	7	1	20	14	17	2	1	
Effective Weighted Sample	42	6	-	20	15	31	11	19	22	3	15	16	5	6	1	18	13	16	2	1	
Total	25	4	-	12	10	19	7	12	14	1	9	10	3	4	*	11	8	10	1	*	
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 125**

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

**Q12m. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	45	3	19	15	6	8	2	14	14	17	17	28	13	17	10	5	30	15	37	8
Effective Weighted Sample	42	3	18	14	6	8	2	13	13	16	16	26	13	16	10	5	28	15	34	7
Total	25	2	12	8	3	3	1	9	8	8	10	15	10	9	4	3	18	7	21	4
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 125**

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

**Q12m. Did you extend or renew your contract with (FIXED BROADBAND PROVIDER) when this change was made?  
by BROADBAND CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their fixed broadband service in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	45	39	3	2	1	7	13	17	3
Effective Weighted Sample	42	36	3	2	1	7	12	16	3
Total	25	22	2	1	*	3	7	11	2
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 126**

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

**ANY CHANGES TO FIXED BROADBAND SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SWITCHERS	ONE								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
RECEIVED DISCOUNT	65	-	-	15	49	53	12	39	26	9	32	21	7	5	9	30	20	32	**	6	
	7%	-%	-%	6%	21%	8%	7%	8%	6%	8%	9%	6%	7%	6%	10%	8%	8%	8%	**	7%	
				ab	abc																
ADDED EXTRA OR IMPROVED SERVICES	42	-	-	14	29	36	7	22	20	5	17	19	5	2	4	18	13	20	**	4	
	5%	-%	-%	5%	12%	5%	4%	5%	5%	5%	5%	6%	5%	2%	5%	5%	5%	5%	**	5%	
				ab	abc														**		
REDUCED OR DOWNGRADED SERVICE	15	-	-	6	9	12	3	7	8	*	6	6	1	2	-	7	5	6	**	*	
	2%	-%	-%	2%	4%	2%	2%	2%	2%	1%	2%	2%	1%	2%	-%	2%	2%	2%	**	1%	
				ab	ab														**		
ANY OF THESE	113	-	-	33	80	92	21	63	50	14	51	42	13	8	12	51	35	53	**	9	
	13%	-%	-%	12%	34%	13%	11%	14%	12%	12%	14%	13%	13%	10%	14%	14%	13%	14%	**	10%	
				ab	abc														**		
NONE OF THESE	761	204	158	244	156	599	162	395	366	105	308	291	87	75	78	314	227	333	**	78	
	87%	100%	100%	88%	66%	87%	89%	86%	88%	88%	86%	87%	87%	90%	86%	86%	87%	86%	**	90%	
		cd	cd	d																	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 126**

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

**ANY CHANGES TO FIXED BROADBAND SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
RECEIVED DISCOUNT	65	**	29	25	7	8	**	19	26	20	30	34	21	21	11	12	42	23	56	9
	7%	**	7%	8%	8%	6%	**	9%	7%	7%	7%	8%	7%	8%	7%	7%	8%	7%	7%	7%
ADDED EXTRA OR IMPROVED SERVICES	42	**	19	17	3	5	**	10	19	13	27	15	17	14	9	3	31	12	34	9
	5%	**	5%	5%	4%	4%	**	5%	5%	5%	6% k	4%	6% o	5% o	6% o	2%	6%	4%	4%	8%
REDUCED OR DOWNGRADED SERVICE	15	**	8	5	2	2	**	5	5	5	5	10	7	5	2	2	12	3	12	3
	2%	**	2%	2%	2%	2%	**	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	3%
ANY OF THESE	113	**	53	42	10	14	**	34	48	32	57	56	41	36	21	16	76	37	96	17
	13%	**	13%	14%	12%	11%	**	16%	12%	12%	13%	13%	15%	13%	14%	10%	14%	12%	13%	15%
NONE OF THESE	761	**	351	262	73	113	**	181	344	236	387	375	238	242	127	154	480	282	664	98
	87%	**	87%	86%	88%	89%	**	84%	88%	88%	87%	87%	85%	87%	86%	90%	86%	88%	87%	85%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 126**

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

**ANY CHANGES TO FIXED BROADBAND SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
RECEIVED DISCOUNT	65	55	5	**	**	25	12	12	6
	7%	7%	8%	**	**	10% fg	5%	6%	7%
ADDED EXTRA OR IMPROVED SERVICES	42	37	3	**	**	12	10	11	5
	5%	5%	5%	**	**	5%	4%	5%	6%
REDUCED OR DOWNGRADED SERVICE	15	13	2	**	**	2	3	8	1
	2%	2%	2%	**	**	1%	1%	4% ef	1%
ANY OF THESE	113	96	10	**	**	36	21	31	12
	13%	13%	15%	**	**	15% f	9%	15% f	13%
NONE OF THESE	761	648	56	**	**	209	203	178	75
	87%	87%	85%	**	**	85%	91% eg	85%	87%

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 127**

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

**Q13. How long has (FIXED BROADBAND PROVIDER) been providing your home fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-		ESTD	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE																	
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20
Less than 3 months	9	**	**	**	**	**	9	5	4	**	**	**	5	4	**	4	**	**	**	**
	5%	**	**	**	**	**	5%	5%	4%	**	**	**	5%	4%	**	5%	**	**	**	**
3-6 months	20	**	**	**	**	**	20	14	7	**	**	**	14	7	**	12	**	**	**	**
	11%	**	**	**	**	**	11%	14%	8%	**	**	**	14%	8%	**	15%	**	**	**	**
7-12 months	21	**	**	**	**	**	21	19	3	**	**	**	19	3	**	17	**	**	**	**
	11%	**	**	**	**	**	11%	19%	3%	**	**	**	19%	3%	**	21%	**	**	**	**
								h					m							
More than a year, up to 2 years	27	**	**	**	**	**	27	17	10	**	**	**	17	10	**	15	**	**	**	**
	15%	**	**	**	**	**	15%	17%	12%	**	**	**	17%	12%	**	18%	**	**	**	**
More than 2 years, up to 4 years	30	**	**	**	**	**	30	21	9	**	**	**	21	9	**	16	**	**	**	**
	16%	**	**	**	**	**	16%	21%	11%	**	**	**	21%	11%	**	20%	**	**	**	**
								h					m							
More than 4 years, up to 6 years	22	**	**	**	**	**	22	11	11	**	**	**	11	11	**	8	**	**	**	**
	12%	**	**	**	**	**	12%	11%	13%	**	**	**	11%	13%	**	10%	**	**	**	**
More than 6 years, up to 10 years	21	**	**	**	**	**	21	8	13	**	**	**	8	13	**	7	**	**	**	**
	11%	**	**	**	**	**	11%	8%	15%	**	**	**	8%	15%	**	8%	**	**	**	**
								g					l							
More than 10 years	25	**	**	**	**	**	25	3	23	**	**	**	3	23	**	2	**	**	**	**
	14%	**	**	**	**	**	14%	3%	27%	**	**	**	3%	27%	**	2%	**	**	**	**
								g					l							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 127**

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

**Q13. How long has (FIXED BROADBAND PROVIDER) been providing your home fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED															
Significance Level: 95%	~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	RS m	~n	o	~p	~q	~r	~s	
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20
Don't know/can't remember	8	**	**	**	**	**	8	2	5	**	**	**	2	5	**	2	**	**	**	**
	4%	**	**	**	**	**	4%	2%	7%	**	**	**	2%	7%	**	2%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 127**

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

**Q13. How long has (FIXED BROADBAND PROVIDER) been providing your home fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	312	18	121	114	39	59	20	85	112	115	166	146	84	109	68	51	193	119	268	44
Effective Weighted Sample	293	18	117	109	38	58	20	82	107	109	156	137	82	104	66	49	183	111	252	41
Total	183	12	84	61	17	26	9	59	68	56	98	85	61	59	31	32	120	63	156	27
Less than 3 months	9	**	5	2	**	**	**	**	4	1	3	6	**	3	**	**	4	5	8	**
	5%	**	6%	3%	**	**	**	**	5%	3%	3%	7%	**	4%	**	**	4%	7%	5%	**
3-6 months	20	**	12	4	**	**	**	**	7	3	9	12	**	6	**	**	12	8	17	**
	11%	**	14%	7%	**	**	**	**	11%	5%	9%	14%	**	11%	**	**	10%	13%	11%	**
7-12 months	21	**	11	6	**	**	**	**	7	5	11	10	**	8	**	**	13	8	18	**
	11%	**	13%	11%	**	**	**	**	10%	10%	12%	11%	**	13%	**	**	11%	12%	12%	**
More than a year, up to 2 years	27	**	13	9	**	**	**	**	12	6	18	9	**	8	**	**	14	13	22	**
	15%	**	16%	15%	**	**	**	**	17%	10%	18%	10%	**	14%	**	**	12%	20%	14%	**
											k							p		
More than 2 years, up to 4 years	30	**	15	8	**	**	**	**	9	8	11	19	**	8	**	**	20	10	26	**
	16%	**	18%	14%	**	**	**	**	14%	15%	12%	22%	**	13%	**	**	17%	15%	17%	**
											j									
More than 4 years, up to 6 years	22	**	12	7	**	**	**	**	10	6	11	11	**	7	**	**	16	6	17	**
	12%	**	14%	12%	**	**	**	**	14%	11%	12%	13%	**	11%	**	**	13%	10%	11%	**
More than 6 years, up to 10 years	21	**	7	10	**	**	**	**	7	9	12	8	**	5	**	**	13	8	17	**
	11%	**	8%	17%	**	**	**	**	11%	15%	13%	10%	**	8%	**	**	11%	13%	11%	**
				b																
More than 10 years	25	**	5	12	**	**	**	**	8	17	17	8	**	10	**	**	21	4	24	**
	14%	**	6%	19%	**	**	**	**	11%	30%	17%	10%	**	17%	**	**	18%	7%	16%	**
				b						h	k						q			
Don't know/can't remember	8	**	4	2	**	**	**	**	4	1	5	3	**	5	**	**	6	1	6	**
	4%	**	5%	3%	**	**	**	**	6%	1%	5%	3%	**	8%	**	**	5%	2%	4%	**
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 127**

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

**Q13. How long has (FIXED BROADBAND PROVIDER) been providing your home fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	f	~g	~h
Unweighted total	312	267	26	16	3	46	108	42	39
Effective Weighted Sample	293	250	24	15	3	44	101	39	37
Total	183	156	15	10	2	28	64	26	21
Less than 3 months	9	8	**	**	**	**	3	**	**
	5%	5%	**	**	**	**	5%	**	**
3-6 months	20	14	**	**	**	**	5	**	**
	11%	9%	**	**	**	**	8%	**	**
7-12 months	21	17	**	**	**	**	5	**	**
	11%	11%	**	**	**	**	8%	**	**
More than a year, up to 2 years	27	23	**	**	**	**	10	**	**
	15%	14%	**	**	**	**	15%	**	**
More than 2 years, up to 4 years	30	26	**	**	**	**	9	**	**
	16%	17%	**	**	**	**	14%	**	**
More than 4 years, up to 6 years	22	19	**	**	**	**	5	**	**
	12%	12%	**	**	**	**	8%	**	**
More than 6 years, up to 10 years	21	19	**	**	**	**	9	**	**
	11%	12%	**	**	**	**	13%	**	**
More than 10 years	25	23	**	**	**	**	14	**	**
	14%	15%	**	**	**	**	22%	**	**
Don't know/can't remember	8	6	**	**	**	**	3	**	**
	4%	4%	**	**	**	**	5%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 128**

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

**Q13a. How long ago did you first get a fixed broadband internet connection in your home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
		INAC- TIVE ~a	PASSIVE ~b	ESTED ~c	ENG- AGED ~d															
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20
In the last month	2	**	**	**	**	**	2	*	1	**	**	**	*	1	**	-	**	**	**	**
	1%	**	**	**	**	**	1%	*%	2%	**	**	**	*%	2%	**	-%	**	**	**	**
Between one and three months ago	4	**	**	**	**	**	4	2	2	**	**	**	2	2	**	1	**	**	**	**
	2%	**	**	**	**	**	2%	2%	3%	**	**	**	2%	3%	**	2%	**	**	**	**
Between four and six months ago	7	**	**	**	**	**	7	2	5	**	**	**	2	5	**	2	**	**	**	**
	4%	**	**	**	**	**	4%	2%	6%	**	**	**	2%	6%	**	2%	**	**	**	**
Between six and nine months ago	7	**	**	**	**	**	7	6	1	**	**	**	6	1	**	5	**	**	**	**
	4%	**	**	**	**	**	4%	6%	2%	**	**	**	6%	2%	**	6%	**	**	**	**
								h					m							
Between nine months and one year ago	4	**	**	**	**	**	4	3	1	**	**	**	3	1	**	2	**	**	**	**
	2%	**	**	**	**	**	2%	3%	2%	**	**	**	3%	2%	**	3%	**	**	**	**
Between one and two years ago	11	**	**	**	**	**	11	5	5	**	**	**	5	5	**	5	**	**	**	**
	6%	**	**	**	**	**	6%	5%	6%	**	**	**	5%	6%	**	6%	**	**	**	**
More than two years ago	131	**	**	**	**	**	131	75	56	**	**	**	75	56	**	64	**	**	**	**
	71%	**	**	**	**	**	71%	75%	67%	**	**	**	75%	67%	**	77%	**	**	**	**
Can't remember	17	**	**	**	**	**	17	6	11	**	**	**	6	11	**	4	**	**	**	**
	9%	**	**	**	**	**	9%	6%	13%	**	**	**	6%	13%	**	5%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 128**

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

**Q13a. How long ago did you first get a fixed broadband internet connection in your home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	312	18	121	114	39	59	20	85	112	115	166	146	84	109	68	51	193	119	268	44
Effective Weighted Sample	293	18	117	109	38	58	20	82	107	109	156	137	82	104	66	49	183	111	252	41
Total	183	12	84	61	17	26	9	59	68	56	98	85	61	59	31	32	120	63	156	27
In the last month	2	**	1	-	**	**	**	**	1	*	1	1	**	1	**	**	1	1	2	**
	1%	**	2%	~	**	**	**	**	1%	1%	1%	1%	**	1%	**	**	1%	1%	1%	**
Between one and three months ago	4	**	1	1	**	**	**	**	-	1	*	4	**	2	**	**	4	1	3	**
	2%	**	2%	2%	**	**	**	**	~	3%	*~	4%	**	3%	**	**	3%	1%	2%	**
Between four and six months ago	7	**	3	3	**	**	**	**	3	1	3	4	**	2	**	**	3	4	7	**
	4%	**	4%	4%	**	**	**	**	4%	3%	3%	5%	**	4%	**	**	2%	7%	5%	**
Between six and nine months ago	7	**	3	2	**	**	**	**	2	1	3	4	**	3	**	**	4	3	7	**
	4%	**	4%	3%	**	**	**	**	4%	2%	3%	5%	**	5%	**	**	4%	5%	4%	**
Between nine months and one year ago	4	**	3	1	**	**	**	**	*	1	1	3	**	*	**	**	2	2	3	**
	2%	**	3%	1%	**	**	**	**	1%	2%	1%	3%	**	1%	**	**	2%	3%	2%	**
Between one and two years ago	11	**	8	2	**	**	**	**	3	2	6	5	**	4	**	**	5	6	9	**
	6%	**	9%	4%	**	**	**	**	5%	3%	6%	6%	**	7%	**	**	4%	9%	6%	**
More than two years ago	131	**	55	50	**	**	**	**	52	44	73	58	**	41	**	**	90	41	111	**
	71%	**	65%	82%	**	**	**	**	77%	79%	74%	69%	**	69%	**	**	75%	65%	71%	**
Can't remember	17	**	9	3	**	**	**	**	6	5	10	6	**	6	**	**	11	6	14	**
	9%	**	11%	5%	**	**	**	**	8%	8%	11%	7%	**	10%	**	**	9%	9%	9%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 128**

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

**Q13a. How long ago did you first get a fixed broadband internet connection in your home?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	f	~g	~h
Unweighted total	312	267	26	16	3	46	108	42	39
Effective Weighted Sample	293	250	24	15	3	44	101	39	37
Total	183	156	15	10	2	28	64	26	21
In the last month	2 1%	1 1%	**	**	**	**	1 1%	**	**
Between one and three months ago	4 2%	3 2%	**	**	**	**	* 1%	**	**
Between four and six months ago	7 4%	6 4%	**	**	**	**	1 2%	**	**
Between six and nine months ago	7 4%	7 4%	**	**	**	**	2 3%	**	**
Between nine months and one year ago	4 2%	4 3%	**	**	**	**	1 1%	**	**
Between one and two years ago	11 6%	9 6%	**	**	**	**	4 6%	**	**
More than two years ago	131 71%	112 72%	**	**	**	**	50 78%	**	**
Can't remember	17 9%	14 9%	**	**	**	**	5 8%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 129**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are...**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDALONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Base for % (Unweighted and weighted)	1500	358	268	475	399	1191	309	789	711	206	619	572	170	139	147	636	471	654	**	151
	869	200	157	277	235	688	181	458	411	118	359	329	99	82	90	364	261	386	31	87
Very satisfied	350	72	66	135	78	282	69	182	168	48	147	135	35	34	43	137	98	164	**	35
	40%	36%	42%	49%	33%	41%	38%	40%	41%	40%	41%	41%	35%	41%	48%	38%	37%	43%	**	40%
			d	ad											o					
Fairly satisfied	344	89	89	81	85	265	78	177	167	41	134	132	43	35	27	148	98	154	**	28
	40%	44%	57%	29%	36%	39%	43%	39%	41%	35%	37%	40%	43%	43%	30%	41%	38%	40%	**	32%
		cd	acd		c										n					
TOTAL SATISFIED	694	160	155	216	163	547	147	358	335	89	281	266	78	69	70	285	196	317	**	63
	80%	80%	98%	78%	69%	80%	81%	78%	82%	75%	78%	81%	78%	84%	77%	78%	75%	82%	**	72%
		d	acd	d					i									p		
Neither	69	23	1	23	23	55	14	43	26	11	34	22	10	4	10	33	26	26	**	9
	8%	11%	1%	8%	10%	8%	8%	9%	6%	10%	9%	7%	10%	5%	11%	9%	10%	7%	**	11%
		b		b	b			h									q			
Fairly dissatisfied	61	13	-	21	27	48	13	31	29	8	25	24	7	6	6	25	19	27	**	6
	7%	6%	-%	8%	11%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	**	7%
		b		b	ab															
Very dissatisfied	45	4	2	16	23	37	8	25	20	10	20	17	5	3	5	20	19	16	**	9
	5%	2%	1%	6%	10%	5%	4%	5%	5%	8%	6%	5%	5%	3%	5%	6%	7%	4%	**	10%
				ab	abc					h							q			
TOTAL DISSATISFIED	106	17	2	37	50	85	20	56	49	18	45	40	12	9	11	46	38	42	**	15
	12%	8%	1%	14%	21%	12%	11%	12%	12%	15%	12%	12%	12%	11%	12%	13%	15%	11%	**	17%
		b		ab	abc															

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 129**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH			
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
				ESTED	ENG-AGED							RS	RS									RS
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s			
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151		
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143		
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87		
Don't know	6	4	*	1	1	4	2	*	5	*	-	4	*	1	-	*	2	1	**	-		
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																						

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 129**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Base for % (Unweighted and weighted)	1500	**	585	572	185	280	**	317	635	548	739	761	390	512	322	276	902	598	1305	195
	869	40	402	303	82	125	43	213	390	266	442	427	277	276	147	169	552	316	755	113
Very satisfied	350	**	151	124	39	58	**	83	148	119	175	175	98	113	58	81	211	139	316	35
	40%	**	38%	41%	47% b	46% b	**	39%	38%	45% h	40%	41%	35%	41%	40%	48% ln	38%	44% p	42% s	30%
Fairly satisfied	344	**	165	119	28	46	**	86	158	99	180	163	122	103	61	58	225	119	297	47
	40%	**	41%	39%	34%	37%	**	40%	41%	37%	41%	38%	44% mo	37%	41%	34%	41%	37%	39%	41%
TOTAL SATISFIED	694	**	317	243	67	104	**	170	306	218	355	339	220	216	119	139	436	258	612	82
	80%	**	79%	80%	82%	83%	**	80%	78%	82%	80%	79%	79%	78%	81%	82%	79%	81%	81% s	72%
Neither	69	**	33	24	8	10	**	14	33	23	40	30	26	22	13	8	49	21	57	13
	8%	**	8%	8%	9%	8%	**	6%	8%	9%	9%	7%	10% o	8%	9%	5%	9%	7%	7%	11%
Fairly dissatisfied	61	**	27	21	6	9	**	16	28	17	26	35	21	22	6	12	43	18	53	8
	7%	**	7%	7%	7%	7%	**	8%	7%	6%	6%	8%	8%	8% n	4%	7%	8%	6%	7%	7%
Very dissatisfied	45	**	25	15	2	2	**	14	23	8	20	24	10	16	9	10	25	20	34	11
	5%	**	6% de	5% e	2%	2%	**	6% i	6% i	3%	5%	6%	3%	6%	6%	6%	5%	6%	4%	10% r
TOTAL DISSATISFIED	106	**	52	36	7	11	**	30	51	25	47	59	30	37	15	23	68	38	87	19
	12%	**	13%	12%	9%	9%	**	14% i	13% i	9%	11%	14%	11%	14%	10%	13%	12%	12%	11%	17% r
Don't know	6	**	2	1	1	2	**	1	2	3	2	3	2	1	1	1	4	2	4	1
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 129**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Base for % (Unweighted and weighted)	1500	1276	114	**	**	411	387	352	155
	869	740	67	38	25	244	222	208	87
Very satisfied	350	294	32	**	**	100	84	88	33
	40%	40%	48%	**	**	41%	38%	42%	38%
Fairly satisfied	344	298	21	**	**	107	92	82	30
	40%	40%	31%	**	**	44%	41%	39%	35%
TOTAL SATISFIED	694	592	53	**	**	208	176	170	63
	80%	80%	79%	**	**	85% fh	79%	82% h	73%
Neither	69	62	3	**	**	13	16	18	10
	8%	8%	5%	**	**	5%	7%	9% e	12% e
Fairly dissatisfied	61	52	6	**	**	16	15	12	7
	7%	7%	9%	**	**	6%	7%	6%	8%
Very dissatisfied	45	35	5	**	**	8	15	8	6
	5%	5%	7%	**	**	3%	7% e	4%	7% e
TOTAL DISSATISFIED	106	86	11	**	**	24	30	20	13
	12%	12%	16%	**	**	10%	14%	10%	15%
Don't know	6	4	-	**	**	1	2	*	*

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 130**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-				SIMPLE	STAND-	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE	STANDAL	STANDAL	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE				EVER	NON-SWITCHERS	ONE SWITCHES							NON SWITCHES
Significance Level: 95%	~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s	
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20
Base for % (Unweighted and weighted)	309	**	**	**	**	**	309	170	139	**	**	**	170	139	**	144	**	**	**	**
	181	43	31	50	57	-	181	99	82	36	-	-	99	82	14	83	-	-	16	20
Very satisfied	69	**	**	**	**	**	69	35	34	**	**	**	35	34	**	29	**	**	**	**
	38%	**	**	**	**	**	38%	35%	41%	**	**	**	35%	41%	**	35%	**	**	**	**
Fairly satisfied	78	**	**	**	**	**	78	43	35	**	**	**	43	35	**	38	**	**	**	**
	43%	**	**	**	**	**	43%	43%	43%	**	**	**	43%	43%	**	46%	**	**	**	**
TOTAL SATISFIED	147	**	**	**	**	**	147	78	69	**	**	**	78	69	**	67	**	**	**	**
	81%	**	**	**	**	**	81%	78%	84%	**	**	**	78%	84%	**	81%	**	**	**	**
Neither	14	**	**	**	**	**	14	10	4	**	**	**	10	4	**	7	**	**	**	**
	8%	**	**	**	**	**	8%	10%	5%	**	**	**	10%	5%	**	8%	**	**	**	**
Fairly dissatisfied	13	**	**	**	**	**	13	7	6	**	**	**	7	6	**	4	**	**	**	**
	7%	**	**	**	**	**	7%	7%	7%	**	**	**	7%	7%	**	5%	**	**	**	**
Very dissatisfied	8	**	**	**	**	**	8	5	3	**	**	**	5	3	**	5	**	**	**	**
	4%	**	**	**	**	**	4%	5%	3%	**	**	**	5%	3%	**	6%	**	**	**	**
TOTAL DISSATISFIED	20	**	**	**	**	**	20	12	9	**	**	**	12	9	**	10	**	**	**	**
	11%	**	**	**	**	**	11%	12%	11%	**	**	**	12%	11%	**	12%	**	**	**	**
Don't know	2	**	**	**	**	**	2	*	1	**	**	**	*	1	**	*	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 130**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	312	18	121	114	39	59	20	85	112	115	166	146	84	109	68	51	193	119	268	44
Effective Weighted Sample	293	18	117	109	38	58	20	82	107	109	156	137	82	104	66	49	183	111	252	41
Total	183	12	84	61	17	26	9	59	68	56	98	85	61	59	31	32	120	63	156	27
Base for % (Unweighted and weighted)	309	**	120	113	**	**	**	**	111	113	164	145	**	109	**	**	191	118	266	**
	181	12	83	61	17	25	8	59	67	55	97	84	59	59	31	32	118	63	155	26
Very satisfied	69	**	26	26	**	**	**	**	23	26	38	30	**	22	**	**	44	24	60	**
	38%	**	32%	43%	**	**	**	**	34%	48% h	39%	36%	**	38%	**	**	37%	39%	39%	**
Fairly satisfied	78	**	38	26	**	**	**	**	28	23	39	39	**	23	**	**	48	30	67	**
	43%	**	46%	43%	**	**	**	**	42%	41%	40%	47%	**	39%	**	**	40%	48%	43%	**
TOTAL SATISFIED	147	**	64	52	**	**	**	**	51	49	77	70	**	45	**	**	92	55	127	**
	81%	**	78%	86%	**	**	**	**	76%	89% h	80%	83%	**	77%	**	**	78%	87% p	82%	**
Neither	14	**	8	2	**	**	**	**	7	3	9	5	**	3	**	**	10	4	13	**
	8%	**	10%	4%	**	**	**	**	10%	5%	9%	6%	**	5%	**	**	8%	6%	8%	**
Fairly dissatisfied	13	**	5	3	**	**	**	**	6	2	7	6	**	5	**	**	11	2	10	**
	7%	**	7%	5%	**	**	**	**	8%	4%	7%	7%	**	9%	**	**	9%	3%	7%	**
Very dissatisfied	8	**	5	3	**	**	**	**	4	1	4	4	**	6	**	**	6	2	5	**
	4%	**	6%	5%	**	**	**	**	5%	2%	4%	5%	**	10%	**	**	5%	3%	3%	**
TOTAL DISSATISFIED	20	**	10	6	**	**	**	**	9	4	11	10	**	11	**	**	16	4	15	**
	11%	**	12%	10%	**	**	**	**	14%	6%	11%	11%	**	18%	**	**	14%	7%	10%	**
Don't know	2	**	1	*	**	**	**	**	1	1	1	*	**	-	**	**	1	*	1	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 130**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	f	~g	~h
Unweighted total	312	267	26	16	3	46	108	42	39
Effective Weighted Sample	293	250	24	15	3	44	101	39	37
Total	183	156	15	10	2	28	64	26	21
Base for % (Unweighted and weighted)	309	264	**	**	**	**	108	**	**
	181	154	15	10	2	28	64	26	21
Very satisfied	69	58	**	**	**	**	27	**	**
	38%	37%	**	**	**	**	41%	**	**
Fairly satisfied	78	67	**	**	**	**	29	**	**
	43%	43%	**	**	**	**	44%	**	**
TOTAL SATISFIED	147	125	**	**	**	**	55	**	**
	81%	81%	**	**	**	**	86%	**	**
Neither	14	14	**	**	**	**	4	**	**
	8%	9%	**	**	**	**	6%	**	**
Fairly dissatisfied	13	10	**	**	**	**	3	**	**
	7%	6%	**	**	**	**	4%	**	**
Very dissatisfied	8	6	**	**	**	**	3	**	**
	4%	4%	**	**	**	**	4%	**	**
TOTAL DISSATISFIED	20	16	**	**	**	**	5	**	**
	11%	10%	**	**	**	**	8%	**	**
Don't know	2	2	**	**	**	**	-	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 131**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH				FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12 MONTHS				BUNDLE	BUNDLE	STANDAL	STANDAL					
	Total	INACT- TIVE	PASSIVE	ESTED	ENG- AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE RS	NON-SWI TCHERS	ONE SWITCHE RS	NON SWITCHE RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	~l	~m	n	o	p	q	~r	s
Unweighted total	1199	288	215	392	304	1199	-	619	580	144	619	580	-	-	125	492	475	656	28	116
Effective Weighted Sample	1128	270	202	370	287	1128	-	583	544	136	583	544	-	-	118	463	446	619	26	109
Total	692	160	126	227	178	692	-	359	333	82	359	333	-	-	76	282	262	386	15	67
Base for % (Unweighted and weighted)	1191	282	215	391	303	1191	**	619	572	144	619	572	**	**	125	492	471	654	**	116
	688	157	126	226	178	688	-	359	329	82	359	329	-	-	76	282	261	386	15	67
Very satisfied	282	54	51	116	61	282	**	147	135	35	147	135	**	**	38	108	98	164	**	30
	41%	34%	41%	51% abd	34%	41%	**	41%	41%	42%	41%	41%	**	**	50% o	38%	37%	43%	**	44%
Fairly satisfied	265	69	73	63	60	265	**	134	132	25	134	132	**	**	23	110	98	154	**	18
	39%	44% cd	57% acd	28%	34%	39%	**	37%	40% i	31%	37%	40%	**	**	30%	39%	38%	40%	**	27%
TOTAL SATISFIED	547	123	124	179	121	547	**	281	266	60	281	266	**	**	61	219	196	317	**	48
	80%	78% d	98% acd	79% d	68%	80%	**	78%	81% i	73%	78%	81%	**	**	80%	78%	75%	82% p	**	71%
Neither	55	20	1	17	17	55	**	34	22	10	34	22	**	**	7	27	26	26	**	9
	8%	13% bc	1%	8% b	10% b	8%	**	9%	7%	12% h	9%	7%	**	**	9%	10%	10% q	7%	**	13%
Fairly dissatisfied	48	11	-	15	22	48	**	25	24	5	25	24	**	**	4	21	19	27	**	4
	7%	7% b	-%	7% b	12% abc	7%	**	7%	7%	6%	7%	7%	**	**	5%	7%	7%	7%	**	6%
Very dissatisfied	37	4	2	14	17	37	**	20	17	7	20	17	**	**	5	15	19	16	**	7
	5%	2%	1%	6% ab	10% ab	5%	**	6%	5%	9%	6%	5%	**	**	6%	5%	7% q	4%	**	10%
TOTAL DISSATISFIED	85	15	2	29	39	85	**	45	40	12	45	40	**	**	9	36	38	42	**	11
	12%	9% b	1%	13% b	22% abc	12%	**	12%	12%	15%	12%	12%	**	**	11%	13%	15%	11%	**	16%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 131**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are...  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							NON-SW	ONE								
Significance Level: 95%	a	b	c	d	e	~f	g	h	i	j	k	~l	~m	n	o	p	q	~r	s		
Unweighted total	1199	288	215	392	304	1199	-	619	580	144	619	580	-	-	125	492	475	656	28	116	
Effective Weighted Sample	1128	270	202	370	287	1128	-	583	544	136	583	544	-	-	118	463	446	619	26	109	
Total	692	160	126	227	178	692	-	359	333	82	359	333	-	-	76	282	262	386	15	67	
Don't know	4	3	-	1	1	4	**	-	4	-	-	4	**	**	-	-	2	1	**	-	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 131**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1199	46	466	461	148	226	78	234	526	439	577	622	309	406	256	228	715	484	1045	154
Effective Weighted Sample	1128	44	452	441	145	221	76	226	499	421	543	587	300	388	251	217	676	457	983	145
Total	692	28	320	243	66	101	35	156	324	212	346	346	218	218	117	138	436	255	604	88
Base for % (Unweighted and weighted)	1191	**	465	459	146	222	**	232	524	435	575	616	308	403	255	225	711	480	1039	152
	688	28	319	242	65	99	34	154	323	211	345	343	218	217	117	137	434	254	601	87
Very satisfied	282	**	125	98	31	46	**	64	125	93	137	145	76	91	48	67	167	115	256	26
	41%	**	39%	41%	48%	47%	**	42%	39%	44%	40%	42%	35%	42%	41%	49% l	38%	45% p	43% s	30%
Fairly satisfied	265	**	127	93	21	35	**	59	130	77	141	124	97	80	46	42	177	88	230	36
	39%	**	40%	38%	33%	35%	**	38%	40%	36%	41%	36%	45% mo	37%	40% o	31%	41% q	35%	38%	41%
TOTAL SATISFIED	547	**	253	191	52	81	**	123	255	169	278	269	173	171	94	109	344	203	486	62
	80%	**	79%	79%	80%	82%	**	80%	79%	80%	81%	78%	80%	79%	81%	80%	79%	80%	81% s	71%
Neither	55	**	25	21	6	8	**	9	26	20	31	25	19	19	9	7	39	17	44	12
	8%	**	8%	9%	10%	8%	**	6%	8%	10%	9%	7%	9%	9%	8%	5%	9%	7%	7%	13% r
Fairly dissatisfied	48	**	21	18	5	7	**	11	23	14	19	29	16	17	5	11	32	16	43	6
	7%	**	7%	8%	7%	7%	**	7%	7%	7%	6%	8%	7%	8%	4%	8%	7%	6%	7%	6%
Very dissatisfied	37	**	20	11	2	2	**	11	20	7	17	20	10	10	8	10	19	18	29	8
	5%	**	6% e	5%	2%	2%	**	7% i	6% i	3%	5%	6%	4%	5%	7%	7%	4%	7%	5%	9% r
TOTAL DISSATISFIED	85	**	42	30	6	10	**	22	42	21	36	49	25	26	13	21	52	34	71	14
	12%	**	13%	12%	10%	10%	**	14%	13%	10%	10%	14% j	12%	12%	11%	15%	12%	13%	12%	16%
Don't know	4	**	1	1	1	2	**	1	1	2	1	3	1	1	*	1	2	2	3	1
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 131**

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

**Q15. In terms of your fixed broadband service... How satisfied are you with the OVERALL SERVICE PROVIDED by (FIXED BROADBAND PROVIDER)? Would you say you are... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	1199	1017	88	54	40	366	283	311	117
Effective Weighted Sample	1128	957	82	51	38	345	266	293	110
Total	692	588	52	29	23	217	159	183	65
Base for % (Unweighted and weighted)	1191	1012	**	**	**	365	279	310	117
	688	585	52	28	23	216	158	182	65
Very satisfied	282	237	**	**	**	91	57	80	26
	41%	40%	**	**	**	42%	36%	44%	39%
Fairly satisfied	265	231	**	**	**	94	63	69	22
	39%	39%	**	**	**	44% h	40%	38%	33%
TOTAL SATISFIED	547	467	**	**	**	185	120	149	47
	80%	80%	**	**	**	86% fh	76%	82% h	72%
Neither	55	48	**	**	**	11	13	16	7
	8%	8%	**	**	**	5%	8%	9%	11% e
Fairly dissatisfied	48	42	**	**	**	13	13	10	6
	7%	7%	**	**	**	6%	8%	6%	9%
Very dissatisfied	37	29	**	**	**	7	12	7	5
	5%	5%	**	**	**	3%	8% eg	4%	8% e
TOTAL DISSATISFIED	85	70	**	**	**	20	25	18	11
	12%	12%	**	**	**	9%	16% eg	10%	17% eg
Don't know	4	3	**	**	**	1	2	*	-

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 132**

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

**Q17. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Thinking just about your fixed broadband service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider?**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH						
	Total	INTER-				SIMPLE	STAND-	EVER	NEVER	MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE				
		INACTIVE	PASSIVE	ESTED	ENGAGED	BUNDLE	ALONE					LAST 12	NON-SWITCHERS	ONE	ONE										
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s						
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151					
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143					
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87					
Yes - in the last 6 months	59	5	3	19	33	42	17	59	-	59	42	-	17	-	13	46	20	20	**	49					
	7%	2%	2%	7%	14%	6%	9%	13%	-%	50%	12%	-%	17%	-%	14%	13%	8%	5%	**	57%					
				ab	abc		e	h		gh	km		jkm												
Yes - 6 to 12 months ago	59	3	3	15	38	40	19	59	-	59	40	-	19	-	10	49	16	23	**	38					
	7%	2%	2%	5%	16%	6%	10%	13%	-%	50%	11%	-%	19%	-%	11%	13%	6%	6%	**	43%					
				ab	abc		e	h		gh	km		jkm												
Yes - 13 to 18 months ago	38	4	*	10	23	31	7	38	-	-	31	-	7	-	10	28	12	15	**	-					
	4%	2%	*%	4%	10%	4%	4%	8%	-%	-%	9%	-%	7%	-%	11%	8%	5%	4%	**	-%					
				b	abc			hi			km		km												
Yes - 1.5 to 2 years ago	34	3	2	9	21	29	5	34	-	-	29	-	5	-	9	25	10	19	**	-					
	4%	1%	1%	3%	9%	4%	3%	7%	-%	-%	8%	-%	5%	-%	10%	7%	4%	5%	**	-%					
					abc			hi			km		km												
Yes - 2 to 3 years ago	58	14	14	19	11	44	14	58	-	-	44	-	14	-	12	46	17	23	**	-					
	7%	7%	9%	7%	5%	6%	8%	13%	-%	-%	12%	-%	14%	-%	13%	13%	6%	6%	**	-%					
			d					hi			km		km												
Yes - more than 3 years ago	210	45	50	74	41	173	37	210	-	-	173	-	37	-	37	170	62	103	**	-					
	24%	22%	32%	27%	17%	25%	20%	46%	-%	-%	48%	-%	37%	-%	41%	47%	24%	27%	**	-%					
			ad	d				hi			klm		km												

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 132**

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

**Q17. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Thinking just about your fixed broadband service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider?**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
No - never changed internet service provider	416	130	86	131	69	333	83	-	416	-	-	333	-	83	-	-	126	183	**	-
	48%	64%	54%	47%	29%	48%	46%	-%	100%	-%	-%	100%	-%	100%	-%	-%	48%	47%	**	-%
		bcd	d	d					gi			jl		jl						
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 132**

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

**Q17. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Thinking just about your fixed broadband service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider?**  
**by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Yes - in the last 6 months	59	**	33	18	4	5	**	21	27	12	23	36	13	24	12	10	37	22	51	8
	7%	**	8%	6%	5%	4%	**	10%	7%	4%	5%	8%	5%	9%	8%	6%	7%	7%	7%	7%
			e					i				j		l						
Yes - 6 to 12 months ago	59	**	27	22	4	6	**	17	26	16	27	32	15	19	11	14	35	25	50	10
	7%	**	7%	7%	5%	5%	**	8%	7%	6%	6%	7%	5%	7%	8%	8%	6%	8%	7%	8%
Yes - 13 to 18 months ago	38	**	15	16	3	4	**	10	21	8	18	20	15	9	7	6	25	13	32	6
	4%	**	4%	5%	3%	3%	**	4%	5%	3%	4%	5%	6%	3%	5%	4%	4%	4%	4%	5%
									i											
Yes - 1.5 to 2 years ago	34	**	22	9	2	2	**	11	18	4	14	20	12	9	4	8	22	12	28	6
	4%	**	5%	3%	2%	2%	**	5%	5%	2%	3%	5%	4%	3%	3%	5%	4%	4%	4%	5%
			e					i	i											
Yes - 2 to 3 years ago	58	**	31	18	4	7	**	16	26	15	35	23	20	16	12	10	36	22	52	6
	7%	**	8%	6%	5%	5%	**	8%	7%	6%	8%	5%	7%	6%	8%	6%	6%	7%	7%	5%
Yes - more than 3 years ago	210	**	80	91	25	34	**	30	104	76	118	92	73	64	35	37	137	72	185	24
	24%	**	20%	30%	30%	27%	**	14%	26%	28%	27%	21%	26%	23%	24%	22%	25%	23%	24%	21%
				b	b	b			g	g	k									
No - never changed internet service provider	416	**	195	130	41	69	**	109	170	138	209	208	129	135	66	85	265	152	361	55
	48%	**	48%	43%	50%	54%	**	51%	43%	51%	47%	48%	46%	49%	45%	50%	48%	48%	47%	48%
						c		h		h										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 132**

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

**Q17. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Thinking just about your fixed broadband service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED your internet service provider? IF YES - When did you most recently change your internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	NATION					FIXED BROADBAND SUPPLIER			
	Total	ENG- LAND a	SCOT- LAND b	WALES ~c	N IRE- LAND ~d	SKY e	BT f	VIRGIN MEDIA g	TALK TALK h
Significance Level: 95%									
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Yes - in the last 6 months	59 7%	52 7%	3 4%	** **	** **	10 4%	16 7%	11 5%	8 9% e
Yes - 6 to 12 months ago	59 7%	53 7%	3 5%	** **	** **	18 7%	13 6%	9 5%	4 5%
Yes - 13 to 18 months ago	38 4%	35 5%	1 2%	** **	** **	12 5%	6 3%	8 4%	4 4%
Yes - 1.5 to 2 years ago	34 4%	28 4%	3 5%	** **	** **	14 6% f	6 3%	6 3%	3 4%
Yes - 2 to 3 years ago	58 7%	49 7%	4 6%	** **	** **	13 5%	13 6%	14 7%	8 10%
Yes - more than 3 years ago	210 24%	183 25%	15 23%	** **	** **	73 30% fg	45 20%	47 23%	24 27%
No - never changed internet service provider	416 48%	345 46%	37 56%	** **	** **	105 43%	125 56% eh	113 54% eh	36 42%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 133**

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

**NQ17a. Did you make this change of provider for your fixed broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently by BROADBAND CROSS-BREAKS**

Base : Those who have ever changed their internet service provider

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
				ESTED	ENG-AGED							NON-SWI TCHERS	RS							
Significance Level: 95%	a	b	c	d	e	f	g	~h	i	j	~k	l	~m	n	o	p	q	~r	s	
Unweighted total	790	128	123	254	285	619	171	790	-	207	619	-	171	-	147	637	244	344	56	151
Effective Weighted Sample	745	119	116	239	270	583	161	745	-	195	583	-	161	-	139	600	230	325	53	143
Total	458	74	72	146	166	359	100	458	-	119	359	-	100	-	90	365	137	203	32	87
Yes	90	26	20	30	14	76	14	90	**	23	76	**	14	**	90	-	31	42	**	18
	20%	36%	28%	21%	8%	21%	14%	20%	**	19%	21%	**	14%	**	100%	-%	23%	21%	**	21%
		cd	d	d		f					l				o					
No	365	48	52	115	151	282	83	365	**	95	282	**	83	**	-	365	105	161	**	69
	80%	64%	72%	78%	91%	78%	83%	80%	**	80%	78%	**	83%	**	-%	100%	77%	79%	**	79%
				a	abc											n				
Don't know	3	-	-	1	2	1	2	3	**	1	1	**	2	**	-	-	1	*	**	-
	1%	-%	-%	1%	1%	*%	2%	1%	**	*%	*%	**	2%	**	-%	-%	*%	*%	**	-%
						e							j							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 133**

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

**NQ17a. Did you make this change of provider for your fixed broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently by BROADBAND CROSS-BREAKS**

Base : Those who have ever changed their internet service provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	790	29	304	328	92	129	37	159	366	265	397	393	211	262	179	138	473	317	689	101
Effective Weighted Sample	745	28	295	314	90	126	36	154	347	253	374	371	205	251	175	132	449	299	649	95
Total	458	18	208	174	41	58	17	106	222	131	235	223	149	142	82	85	292	167	399	59
Yes	90	**	46	30	**	7	**	30	44	16	45	46	34	25	12	19	59	32	76	14
	20%	**	22%	17%	**	12%	**	29%	20%	12%	19%	21%	23%	18%	15%	23%	20%	19%	19%	24%
			e					hi	i											
No	365	**	160	143	**	51	**	75	176	114	190	175	114	116	69	66	230	134	321	44
	80%	**	77%	82%	**	87%	**	71%	79%	87%	81%	78%	76%	82%	84%	77%	79%	80%	80%	74%
						b			g	gh										
Don't know	3	**	2	1	**	1	**	1	2	1	1	3	1	1	1	-	2	1	2	1
	1%	**	1%	*%	**	1%	**	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	*%	2%
																			r	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 133**

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

**NQ17a. Did you make this change of provider for your fixed broadband service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the internet service you changed most recently by BROADBAND CROSS-BREAKS**

Base : Those who have ever changed their internet service provider

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	790	686	53	37	14	236	169	163	90
Effective Weighted Sample	745	647	50	35	13	223	159	153	84
Total	458	399	30	21	9	140	99	95	51
Yes	90	80	**	**	**	28	18	21	**
	20%	20%	**	**	**	20%	18%	22%	**
No	365	317	**	**	**	111	81	73	**
	80%	79%	**	**	**	80%	81%	77%	**
Don't know	3	3	**	**	**	*	1	1	**
	1%	1%	**	**	**	*%	1%	1%	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 134**

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

**NQ17c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-		ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE																	
Significance Level: 95%		~a	~b	~c	d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Unweighted total	207	14	9	61	123	144	63	207	-	207	144	-	63	-	39	167	66	73	56	151
Effective Weighted Sample	195	13	9	57	116	136	60	195	-	195	136	-	60	-	37	157	62	69	53	143
Total	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	32	87
BT	34	**	**	**	18	27	**	34	**	34	27	**	**	**	**	29	**	**	**	25
	29%	**	**	**	26%	33%	**	29%	**	29%	33%	**	**	**	**	30%	**	**	**	29%
Sky	30	**	**	**	19	23	**	30	**	30	23	**	**	**	**	24	**	**	**	26
	25%	**	**	**	26%	28%	**	25%	**	25%	28%	**	**	**	**	25%	**	**	**	30%
Virgin Media	16	**	**	**	6	8	**	16	**	16	8	**	**	**	**	11	**	**	**	13
	13%	**	**	**	9%	10%	**	13%	**	13%	10%	**	**	**	**	11%	**	**	**	15%
TalkTalk	15	**	**	**	12	9	**	15	**	15	9	**	**	**	**	13	**	**	**	10
	12%	**	**	**	17%	11%	**	12%	**	12%	11%	**	**	**	**	13%	**	**	**	12%
Plusnet	4	**	**	**	2	4	**	4	**	4	4	**	**	**	**	3	**	**	**	3
	3%	**	**	**	3%	4%	**	3%	**	3%	4%	**	**	**	**	3%	**	**	**	4%
EE	3	**	**	**	2	2	**	3	**	3	2	**	**	**	**	3	**	**	**	3
	3%	**	**	**	4%	2%	**	3%	**	3%	2%	**	**	**	**	4%	**	**	**	3%
Post Office	1	**	**	**	-	1	**	1	**	1	1	**	**	**	**	-	**	**	**	1
	*%	**	**	**	-%	1%	**	*%	**	*%	1%	**	**	**	**	-%	**	**	**	1%
Utilities Warehouse	*	**	**	**	-	*	**	*	**	*	*	**	**	**	**	*	**	**	**	*
	*%	**	**	**	-%	1%	**	*%	**	*%	1%	**	**	**	**	1%	**	**	**	1%
AOL	*	**	**	**	*	-	**	*	**	*	-	**	**	**	**	*	**	**	**	-
	*%	**	**	**	1%	-%	**	*%	**	*%	-%	**	**	**	**	*%	**	**	**	-%
Vodafone	*	**	**	**	*	*	**	*	**	*	*	**	**	**	**	*	**	**	**	-
	*%	**	**	**	1%	1%	**	*%	**	*%	1%	**	**	**	**	*%	**	**	**	-%
Demon	*	**	**	**	-	-	**	*	**	*	-	**	**	**	**	*	**	**	**	-
	*%	**	**	**	-%	-%	**	*%	**	*%	-%	**	**	**	**	*%	**	**	**	-%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 134**

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

**NQ17c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?**  
by BROADBAND CROSS-BREAKS

Base : Those who have changed their internet service provider in the last 12 months

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
		INACTIVE	PASSIVE	ESTED	ENG-AGED						RS	~k	RS							RS
Significance Level: 95%	~a	~b	~c	d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s	
Unweighted total	207	14	9	61	123	144	63	207	-	207	144	-	63	-	39	167	66	73	56	151
Effective Weighted Sample	195	13	9	57	116	136	60	195	-	195	136	-	60	-	37	157	62	69	53	143
Total	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	32	87
Southern Electric	*	**	**	**	-	-	**	*	**	*	-	**	**	**	**	-	**	**	**	*
	*%	**	**	**	-%	-%	**	*%	**	*%	-%	**	**	**	**	-%	**	**	**	*%
Other	8	**	**	**	6	5	**	8	**	8	5	**	**	**	**	7	**	**	**	4
	7%	**	**	**	8%	6%	**	7%	**	7%	6%	**	**	**	**	7%	**	**	**	4%
Don't know	5	**	**	**	5	3	**	5	**	5	3	**	**	**	**	4	**	**	**	1
	4%	**	**	**	6%	3%	**	4%	**	4%	3%	**	**	**	**	4%	**	**	**	1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 134**

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

**NQ17c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	207	12	89	80	18	26	8	58	90	59	88	119	40	79	51	37	119	88	176	31
Effective Weighted Sample	195	12	86	77	18	25	8	56	85	57	83	113	39	76	50	36	113	83	166	29
Total	119	7	60	40	8	12	4	38	53	28	50	68	28	43	24	24	71	47	101	17
BT	34 29%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 31%	** **	** **	** **	** **	23 33%	** **	26 25%	** **
Sky	30 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 27%	** **	** **	** **	** **	20 28%	** **	27 27%	** **
Virgin Media	16 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 11%	** **	** **	** **	** **	11 15%	** **	15 15%	** **
TalkTalk	15 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 11%	** **	** **	** **	** **	6 8%	** **	12 12%	** **
Plusnet	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 3%	** **	** **	** **	** **	3 4%	** **	4 4%	** **
EE	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 4%	** **	** **	** **	** **	2 3%	** **	3 3%	** **
Post Office	1 *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	- -%	** **	1 1%	** **
Utilities Warehouse	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **	- -%	** **	* *%	** **
AOL	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **	* 1%	** **	* *%	** **
Vodafone	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* 1%	** **	** **	** **	** **	* 1%	** **	* *%	** **
Demon	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	- -%	** **	* *%	** **
Southern Electric	* *%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	* 1%	** **	* *%	** **
Other	8 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 7%	** **	** **	** **	** **	4 5%	** **	6 6%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 134**

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

**NQI7c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	207	12	89	80	18	26	8	58	90	59	88	119	40	79	51	37	119	88	176	31
Effective Weighted Sample	195	12	86	77	18	25	8	56	85	57	83	113	39	76	50	36	113	83	166	29
Total	119	7	60	40	8	12	4	38	53	28	50	68	28	43	24	24	71	47	101	17
Don't know	5	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	2	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	2%	**	5%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 134**

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

**NQ17c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	207	182	11	12	2	51	51	33	22
Effective Weighted Sample	195	172	10	11	2	48	48	31	21
Total	119	105	6	7	1	29	29	20	12
BT	34	29	**	**	**	**	**	**	**
	29%	28%	**	**	**	**	**	**	**
Sky	30	26	**	**	**	**	**	**	**
	25%	25%	**	**	**	**	**	**	**
Virgin Media	16	15	**	**	**	**	**	**	**
	13%	14%	**	**	**	**	**	**	**
TalkTalk	15	13	**	**	**	**	**	**	**
	12%	12%	**	**	**	**	**	**	**
Plusnet	4	4	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**
EE	3	3	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**
Post Office	1	-	**	**	**	**	**	**	**
	*0%	-%	**	**	**	**	**	**	**
Utilities Warehouse	*	*	**	**	**	**	**	**	**
	*0%	*%	**	**	**	**	**	**	**
AOL	*	*	**	**	**	**	**	**	**
	*0%	*%	**	**	**	**	**	**	**
Vodafone	*	*	**	**	**	**	**	**	**
	*0%	*%	**	**	**	**	**	**	**
Demon	*	*	**	**	**	**	**	**	**
	*0%	*%	**	**	**	**	**	**	**
Southern Electric	*	*	**	**	**	**	**	**	**
	*0%	*%	**	**	**	**	**	**	**
Other	8	7	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 134**

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

**NQ17c. Which provider did you use for your internet service before switching to (FIXED BROADBAND PROVIDER)?  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	207	182	11	12	2	51	51	33	22
Effective Weighted Sample	195	172	10	11	2	48	48	31	21
Total	119	105	6	7	1	29	29	20	12
Don't know	5	5	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**

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

**OFCom Switching Tracker 2017. 2nd August to 2nd September 2017.**

**Table 135**

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

**NQ17e. Did you receive any OTHER services from (PREVIOUS FIXED BROADBAND PROVIDER) as well as your fixed broadband service at the time you switched to (FIXED BROADBAND PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS FIXED BROADBAND PROVIDER)?**  
by BROADBAND CROSS-BREAKS

Base : Those who have changed their internet service provider in the last 12 months

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHERS	STANDAL ONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Unweighted total	207	14	9	61	123	144	63	207	-	207	144	-	63	-	39	167	66	73	56	151
Effective Weighted Sample	195	13	9	57	116	136	60	195	-	195	136	-	60	-	37	157	62	69	53	143
Total	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	32	87
No, did not receive any other services	26	**	**	**	17	12	**	26	**	26	12	**	**	**	**	21	**	**	**	10
	22%	**	**	**	24%	14%	**	22%	**	22%	14%	**	**	**	**	22%	**	**	**	12%
Landline phone service	77	**	**	**	46	62	**	77	**	77	62	**	**	**	**	62	**	**	**	66
	65%	**	**	**	65%	76%	**	65%	**	65%	76%	**	**	**	**	65%	**	**	**	76%
TV service	45	**	**	**	24	34	**	45	**	45	34	**	**	**	**	36	**	**	**	40
	38%	**	**	**	34%	42%	**	38%	**	38%	42%	**	**	**	**	37%	**	**	**	46%
Mobile broadband service	9	**	**	**	6	9	**	9	**	9	9	**	**	**	**	8	**	**	**	8
	8%	**	**	**	9%	10%	**	8%	**	8%	10%	**	**	**	**	8%	**	**	**	9%
Mobile phone service	8	**	**	**	4	6	**	8	**	8	6	**	**	**	**	6	**	**	**	8
	7%	**	**	**	6%	8%	**	7%	**	7%	8%	**	**	**	**	6%	**	**	**	9%
Don't know	5	**	**	**	4	3	**	5	**	5	3	**	**	**	**	4	**	**	**	2
	4%	**	**	**	5%	3%	**	4%	**	4%	3%	**	**	**	**	5%	**	**	**	2%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 135**

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

**NQ17e. Did you receive any OTHER services from (PREVIOUS FIXED BROADBAND PROVIDER) as well as your fixed broadband service at the time you switched to (FIXED BROADBAND PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS FIXED BROADBAND PROVIDER)?**  
**by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	207	12	89	80	18	26	8	58	90	59	88	119	40	79	51	37	119	88	176	31
Effective Weighted Sample	195	12	86	77	18	25	8	56	85	57	83	113	39	76	50	36	113	83	166	29
Total	119	7	60	40	8	12	4	38	53	28	50	68	28	43	24	24	71	47	101	17
No, did not receive any other services	26	**	**	**	**	**	**	**	**	**	**	16	**	**	**	**	16	**	23	**
	22%	**	**	**	**	**	**	**	**	**	**	23%	**	**	**	**	22%	**	22%	**
Landline phone service	77	**	**	**	**	**	**	**	**	**	**	44	**	**	**	**	47	**	65	**
	65%	**	**	**	**	**	**	**	**	**	**	65%	**	**	**	**	66%	**	64%	**
TV service	45	**	**	**	**	**	**	**	**	**	**	27	**	**	**	**	27	**	41	**
	38%	**	**	**	**	**	**	**	**	**	**	40%	**	**	**	**	38%	**	41%	**
Mobile broadband service	9	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**	4	**	9	**
	8%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	5%	**	8%	**
Mobile phone service	8	**	**	**	**	**	**	**	**	**	**	5	**	**	**	**	4	**	7	**
	7%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	**	5%	**	6%	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	3	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	4%	**	5%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 135**

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

**NQ17e. Did you receive any OTHER services from (PREVIOUS FIXED BROADBAND PROVIDER) as well as your fixed broadband service at the time you switched to (FIXED BROADBAND PROVIDER)? IF YES: Which other services did you receive from (PREVIOUS FIXED BROADBAND PROVIDER)?**  
**by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	NATION				FIXED BROADBAND SUPPLIER				
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	207	182	11	12	2	51	51	33	22
Effective Weighted Sample	195	172	10	11	2	48	48	31	21
Total	119	105	6	7	1	29	29	20	12
No, did not receive any other services	26	23	**	**	**	**	**	**	**
	22%	22%	**	**	**	**	**	**	**
Landline phone service	77	68	**	**	**	**	**	**	**
	65%	65%	**	**	**	**	**	**	**
TV service	45	38	**	**	**	**	**	**	**
	38%	37%	**	**	**	**	**	**	**
Mobile broadband service	9	7	**	**	**	**	**	**	**
	8%	7%	**	**	**	**	**	**	**
Mobile phone service	8	8	**	**	**	**	**	**	**
	7%	8%	**	**	**	**	**	**	**
Don't know	5	5	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 136**

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

**NQ17f. You said you received (SERVICES AT NQ17E) from (PREVIOUS FIXED BROADBAND PROVIDER). Did you get these services as a package/ bundle or separate services?  
by BROADBAND CROSS-BREAKS**

Base : Those who received other services from their previous internet service provider at the time they switched

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDALONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		~a	~b	~c	~d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s
Unweighted total	152	11	4	50	87	118	34	152	-	152	118	-	34	-	30	122	56	59	23	129
Effective Weighted Sample	143	11	4	47	82	111	32	143	-	143	111	-	32	-	29	115	53	56	22	122
Total	87	7	2	28	50	68	19	87	-	87	68	-	19	-	17	70	31	35	12	75
Fixed broadband service	79	**	**	**	**	63	**	79	**	79	63	**	**	**	**	62	**	**	**	70
	91%	**	**	**	**	93%	**	91%	**	91%	93%	**	**	**	**	89%	**	**	**	94%
Landline service	74	**	**	**	**	60	**	74	**	74	60	**	**	**	**	58	**	**	**	65
	84%	**	**	**	**	88%	**	84%	**	84%	88%	**	**	**	**	83%	**	**	**	86%
TV service	40	**	**	**	**	31	**	40	**	40	31	**	**	**	**	31	**	**	**	36
	45%	**	**	**	**	45%	**	45%	**	45%	45%	**	**	**	**	44%	**	**	**	48%
Mobile phone service	6	**	**	**	**	4	**	6	**	6	4	**	**	**	**	5	**	**	**	6
	6%	**	**	**	**	6%	**	6%	**	6%	6%	**	**	**	**	7%	**	**	**	8%
Mobile broadband service	2	**	**	**	**	2	**	2	**	2	2	**	**	**	**	1	**	**	**	1
	2%	**	**	**	**	2%	**	2%	**	2%	2%	**	**	**	**	2%	**	**	**	2%
All separate services	7	**	**	**	**	3	**	7	**	7	3	**	**	**	**	7	**	**	**	4
	8%	**	**	**	**	5%	**	8%	**	8%	5%	**	**	**	**	10%	**	**	**	5%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 136**

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

**NQ17f. You said you received (SERVICES AT NQ17E) from (PREVIOUS FIXED BROADBAND PROVIDER). Did you get these services as a package/ bundle or separate services?  
by BROADBAND CROSS-BREAKS**

Base : Those who received other services from their previous internet service provider at the time they switched

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	152	7	64	60	14	21	7	35	73	44	63	89	31	56	35	30	87	65	127	25
Effective Weighted Sample	143	7	62	58	14	21	7	34	69	42	59	84	30	54	34	29	82	61	120	24
Total	87	4	43	31	6	9	3	23	43	21	36	51	22	30	16	19	52	35	74	14
Fixed broadband service	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	67	**
	91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	90%	**
Landline service	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	62	**
	84%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	84%	**
TV service	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**
Mobile phone service	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Mobile broadband service	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
All separate services	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 136**

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

**NQ17f. You said you received (SERVICES AT NQ17E) from (PREVIOUS FIXED BROADBAND PROVIDER). Did you get these services as a package/ bundle or separate services?  
by BROADBAND CROSS-BREAKS**

Base : Those who received other services from their previous internet service provider at the time they switched

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	152	133	8	10	1	35	37	26	17
Effective Weighted Sample	143	126	7	9	1	33	35	24	16
Total	87	77	4	6	1	19	21	16	9
Fixed broadband service	79	69	**	**	**	**	**	**	**
	91%	91%	**	**	**	**	**	**	**
Landline service	74	65	**	**	**	**	**	**	**
	84%	85%	**	**	**	**	**	**	**
TV service	40	34	**	**	**	**	**	**	**
	45%	44%	**	**	**	**	**	**	**
Mobile phone service	6	6	**	**	**	**	**	**	**
	6%	7%	**	**	**	**	**	**	**
Mobile broadband service	2	2	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**
All separate services	7	6	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 137**

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

**INCIDENCE OF FIXED BROADBAND SERVICE SWITCHING OPTIONS  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDALONE	STANDALONE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED							NON-SWITCHES	STANDALONE								
Significance Level: 95%		~a	~b	~c	d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s	
Unweighted total	207	14	9	61	123	144	63	207	-	207	144	-	63	-	39	167	66	73	56	151	
Effective Weighted Sample	195	13	9	57	116	136	60	195	-	195	136	-	60	-	37	157	62	69	53	143	
Total	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	32	87	
Fixed broadband service switched from a bundle to a bundle	63 53%	** **	** **	** **	34 49%	63 77%	** **	63 53%	** **	63 53%	63 77%	** **	** **	** **	** **	48 50%	** **	** **	** **	57 66%	
Fixed broadband service switched from a bundle to a standalone provider	16 13%	** **	** **	** **	10 15%	- -%	** **	16 13%	** **	16 13%	- -%	** **	** **	** **	** **	14 15%	** **	** **	** **	13 15%	
Fixed broadband service switched from a standalone provider to a bundle	19 16%	** **	** **	** **	14 19%	19 23%	** **	19 16%	** **	19 16%	19 23%	** **	** **	** **	** **	16 17%	** **	** **	** **	10 11%	
Fixed broadband service switched from a standalone provider to a standalone provider	20 17%	** **	** **	** **	12 18%	- -%	** **	20 17%	** **	20 17%	- -%	** **	** **	** **	** **	17 18%	** **	** **	** **	7 8%	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 137**

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

**INCIDENCE OF FIXED BROADBAND SERVICE SWITCHING OPTIONS  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	207	12	89	80	18	26	8	58	90	59	88	119	40	79	51	37	119	88	176	31
Effective Weighted Sample	195	12	86	77	18	25	8	56	85	57	83	113	39	76	50	36	113	83	166	29
Total	119	7	60	40	8	12	4	38	53	28	50	68	28	43	24	24	71	47	101	17
Fixed broadband service switched from a bundle to a bundle	63	**	**	**	**	**	**	**	**	**	**	37	**	**	**	**	38	**	54	**
	53%	**	**	**	**	**	**	**	**	**	**	54%	**	**	**	**	53%	**	54%	**
Fixed broadband service switched from a bundle to a standalone provider	16	**	**	**	**	**	**	**	**	**	**	9	**	**	**	**	10	**	12	**
	13%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**	**	15%	**	12%	**
Fixed broadband service switched from a standalone provider to a bundle	19	**	**	**	**	**	**	**	**	**	**	12	**	**	**	**	12	**	17	**
	16%	**	**	**	**	**	**	**	**	**	**	18%	**	**	**	**	17%	**	17%	**
Fixed broadband service switched from a standalone provider to a standalone provider	20	**	**	**	**	**	**	**	**	**	**	10	**	**	**	**	11	**	17	**
	17%	**	**	**	**	**	**	**	**	**	**	15%	**	**	**	**	16%	**	17%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 137**

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

**INCIDENCE OF FIXED BROADBAND SERVICE SWITCHING OPTIONS  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	207	182	11	12	2	51	51	33	22
Effective Weighted Sample	195	172	10	11	2	48	48	31	21
Total	119	105	6	7	1	29	29	20	12
Fixed broadband service switched from a bundle to a bundle	63	56	**	**	**	**	**	**	**
	53%	53%	**	**	**	**	**	**	**
Fixed broadband service switched from a bundle to a standalone provider	16	14	**	**	**	**	**	**	**
	13%	13%	**	**	**	**	**	**	**
Fixed broadband service switched from a standalone provider to a bundle	19	18	**	**	**	**	**	**	**
	16%	17%	**	**	**	**	**	**	**
Fixed broadband service switched from a standalone provider to a standalone provider	20	17	**	**	**	**	**	**	**
	17%	17%	**	**	**	**	**	**	**

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



**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 138**

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

**Q17a. And was your previous internet service...  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	NON-SWITCHERS								
~a	~b	~c	d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s			
Significance Level: 95%																					
Unweighted total	207	14	9	61	123	144	63	207	-	207	144	-	63	-	39	167	66	73	56	151	
Effective Weighted Sample	195	13	9	57	116	136	60	195	-	195	136	-	60	-	37	157	62	69	53	143	
Total	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	32	87	
Another fixed broadband service	102	**	**	**	60	72	**	102	**	102	72	**	**	**	**	82	**	**	**	79	
	86%	**	**	**	84%	87%	**	86%	**	86%	87%	**	**	**	**	86%	**	**	**	91%	
A mobile broadband service	2	**	**	**	1	1	**	2	**	2	1	**	**	**	**	2	**	**	**	1	
	1%	**	**	**	2%	1%	**	1%	**	1%	1%	**	**	**	**	2%	**	**	**	1%	
An ISDN internet connection	2	**	**	**	2	1	**	2	**	2	1	**	**	**	**	1	**	**	**	1	
	2%	**	**	**	3%	1%	**	2%	**	2%	1%	**	**	**	**	1%	**	**	**	1%	
Something else	*	**	**	**	*	*	**	*	**	*	*	**	**	**	**	*	**	**	**	*	
	*%	**	**	**	1%	1%	**	*%	**	*%	1%	**	**	**	**	*%	**	**	**	*%	
Don't know	12	**	**	**	8	8	**	12	**	12	8	**	**	**	**	10	**	**	**	6	
	10%	**	**	**	11%	9%	**	10%	**	10%	9%	**	**	**	**	10%	**	**	**	7%	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 138**

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

**Q17a. And was your previous internet service...  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	207	12	89	80	18	26	8	58	90	59	88	119	40	79	51	37	119	88	176	31
Effective Weighted Sample	195	12	86	77	18	25	8	56	85	57	83	113	39	76	50	36	113	83	166	29
Total	119	7	60	40	8	12	4	38	53	28	50	68	28	43	24	24	71	47	101	17
Another fixed broadband service	102	**	**	**	**	**	**	**	**	**	**	58	**	**	**	**	62	**	86	**
	86%	**	**	**	**	**	**	**	**	**	**	85%	**	**	**	**	87%	**	85%	**
A mobile broadband service	2	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**	2	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	2%	**	1%	**
An ISDN internet connection	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	1	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	2%	**	2%	**
Something else	*	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	-	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	-%	**	*%	**
Don't know	12	**	**	**	**	**	**	**	**	**	**	8	**	**	**	**	6	**	12	**
	10%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	9%	**	12%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 138**

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

**Q17a. And was your previous internet service...  
by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	207	182	11	12	2	51	51	33	22
Effective Weighted Sample	195	172	10	11	2	48	48	31	21
Total	119	105	6	7	1	29	29	20	12
Another fixed broadband service	102	90	**	**	**	**	**	**	**
	86%	86%	**	**	**	**	**	**	**
A mobile broadband service	2	2	**	**	**	**	**	**	**
	1%	2%	**	**	**	**	**	**	**
An ISDN internet connection	2	2	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**
Something else	*	*	**	**	**	**	**	**	**
	*%	*%	**	**	**	**	**	**	**
Don't know	12	11	**	**	**	**	**	**	**
	10%	10%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 139**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	TCHERS	RS	RS						
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
Very easy	324	60	55	114	94	259	65	217	107	65	177	83	41	24	49	168	91	148	**	49	
	37%	30%	35%	41%	40%	37%	35%	47%	26%	54%	49%	25%	41%	29%	54%	46%	35%	38%	**	57%	
				a	a			h		h	km		km								
Fairly easy	335	74	77	95	89	266	69	175	160	33	135	131	40	29	31	142	100	153	**	21	
	38%	37%	49%	34%	38%	38%	38%	38%	38%	28%	38%	39%	40%	35%	35%	39%	38%	40%	**	24%	
			acd					i	i												
TOTAL EASY	659	135	132	209	183	525	134	392	266	98	311	214	81	53	80	310	191	302	**	71	
	75%	66%	84%	75%	78%	76%	73%	86%	64%	82%	87%	64%	81%	63%	89%	85%	73%	78%	**	81%	
			ac	a	a			h		h	km		km					p			
Fairly difficult	79	18	7	26	29	63	16	31	48	7	23	40	8	8	3	29	21	39	**	5	
	9%	9%	4%	9%	12%	9%	9%	7%	12%	6%	7%	12%	8%	10%	3%	8%	8%	10%	**	5%	
		b		b	b				gi			j				n					
Very difficult	60	17	4	25	14	48	12	23	37	12	16	32	7	5	7	15	25	21	**	11	
	7%	8%	3%	9%	6%	7%	7%	5%	9%	10%	4%	10%	7%	6%	7%	4%	10%	5%	**	12%	
		b		b	b				g	g		j					q				
TOTAL DIFFICULT	139	35	11	51	43	111	28	54	85	19	39	72	15	13	10	44	46	59	**	15	
	16%	17%	7%	18%	18%	16%	15%	12%	20%	16%	11%	22%	15%	16%	11%	12%	18%	15%	**	18%	
		b		b	b				g			j									
Don't know	77	34	15	18	10	55	21	12	65	2	8	47	4	17	1	11	25	26	**	1	
	9%	17%	9%	7%	4%	8%	12%	3%	16%	1%	2%	14%	4%	21%	1%	3%	9%	7%	**	1%	
		bcd	d				e		gi			jl		kl							
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 139**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Very easy	324	**	160	118	22	31	**	88	152	84	169	155	91	99	59	76	189	135	286	38
	37%	**	40%	39%	27%	24%	**	41%	39%	31%	38%	36%	33%	36%	40%	45%	34%	42%	38%	33%
			de	de				i	i						l	lm		p		
Fairly easy	335	**	162	111	26	44	**	88	152	94	172	162	116	109	57	52	225	109	286	48
	38%	**	40%	37%	32%	34%	**	41%	39%	35%	39%	38%	42%	40%	38%	31%	41%	34%	38%	42%
			d										o	o	o		q			
TOTAL EASY	659	**	322	230	49	74	**	176	304	179	341	318	207	208	116	128	415	244	572	86
	75%	**	80%	75%	59%	59%	**	82%	78%	67%	77%	74%	74%	75%	78%	75%	75%	77%	75%	75%
			de	de				i	i											
Fairly difficult	79	**	31	32	11	13	**	18	34	27	40	39	32	21	12	14	53	27	70	9
	9%	**	8%	11%	13%	10%	**	8%	9%	10%	9%	9%	12%	8%	8%	8%	10%	8%	9%	8%
					b								m							
Very difficult	60	**	23	24	9	11	**	7	28	25	26	34	20	22	7	11	42	18	49	11
	7%	**	6%	8%	10%	9%	**	3%	7%	9%	6%	8%	7%	8%	5%	7%	8%	6%	6%	10%
					b				g	g										
TOTAL DIFFICULT	139	**	54	57	20	24	**	25	62	53	66	73	52	43	19	25	95	45	120	20
	16%	**	13%	19%	24%	19%	**	12%	16%	20%	15%	17%	19%	15%	13%	15%	17%	14%	16%	17%
			b	b	b	b				g			n							
Don't know	77	**	27	18	15	28	**	14	26	37	37	40	20	26	13	17	47	30	68	8
	9%	**	7%	6%	18%	22%	**	6%	7%	14%	8%	9%	7%	9%	9%	10%	8%	9%	9%	7%
					bc	bc				gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 139**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Very easy	324	274	34	**	**	91	70	79	36
	37%	37%	50% a	**	**	37%	31%	38%	41% f
Fairly easy	335	291	18	**	**	100	83	83	33
	38%	39% b	28%	**	**	41%	37%	40%	38%
TOTAL EASY	659	565	52	**	**	191	153	162	68
	75%	76%	78%	**	**	78% f	68%	78% f	79% f
Fairly difficult	79	67	4	**	**	21	26	21	4
	9%	9%	7%	**	**	9%	12% h	10%	5%
Very difficult	60	49	5	**	**	11	21	13	8
	7%	7%	8%	**	**	4%	9% e	6%	9% e
TOTAL DIFFICULT	139	116	9	**	**	32	46	34	12
	16%	16%	14%	**	**	13%	21% e	16%	14%
Don't know	77	64	5	**	**	22	24	13	6
	9%	9%	8%	**	**	9%	11% g	6%	7%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.****Table 140**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by SWITCHED LAST 2 YEARS WITHOUT MOVING**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	<b>SWITCHED LAST 2 YEARS WITHOUT MOVING</b>
		<b>ALL</b>
Unweighted total	1511	259
Effective Weighted Sample	1421	244
Total	875	149
Very easy	324	74
	37%	50%
Fairly easy	335	52
	38%	35%
TOTAL EASY	659	126
	75%	84%
Fairly difficult	79	14
	9%	9%
Very difficult	60	8
	7%	5%
TOTAL DIFFICULT	139	22
	16%	14%
Don't know	77	2
	9%	1%

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 141**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-		ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHED	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHED	ONE NON SWITCHED	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE																	
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20
Very easy	65	**	**	**	**	**	65	41	24	**	**	**	41	24	**	35	**	**	**	**
	35%	**	**	**	**	**	35%	41%	29%	**	**	**	41%	29%	**	42%	**	**	**	**
								h					m							
Fairly easy	69	**	**	**	**	**	69	40	29	**	**	**	40	29	**	32	**	**	**	**
	38%	**	**	**	**	**	38%	40%	35%	**	**	**	40%	35%	**	39%	**	**	**	**
TOTAL EASY	134	**	**	**	**	**	134	81	53	**	**	**	81	53	**	67	**	**	**	**
	73%	**	**	**	**	**	73%	81%	63%	**	**	**	81%	63%	**	81%	**	**	**	**
								h					m							
Fairly difficult	16	**	**	**	**	**	16	8	8	**	**	**	8	8	**	7	**	**	**	**
	9%	**	**	**	**	**	9%	8%	10%	**	**	**	8%	10%	**	8%	**	**	**	**
Very difficult	12	**	**	**	**	**	12	7	5	**	**	**	7	5	**	6	**	**	**	**
	7%	**	**	**	**	**	7%	7%	6%	**	**	**	7%	6%	**	7%	**	**	**	**
TOTAL DIFFICULT	28	**	**	**	**	**	28	15	13	**	**	**	15	13	**	12	**	**	**	**
	15%	**	**	**	**	**	15%	15%	16%	**	**	**	15%	16%	**	15%	**	**	**	**
Don't know	21	**	**	**	**	**	21	4	17	**	**	**	4	17	**	3	**	**	**	**
	12%	**	**	**	**	**	12%	4%	21%	**	**	**	4%	21%	**	4%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 141**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	312	18	121	114	39	59	20	85	112	115	166	146	84	109	68	51	193	119	268	44
Effective Weighted Sample	293	18	117	109	38	58	20	82	107	109	156	137	82	104	66	49	183	111	252	41
Total	183	12	84	61	17	26	9	59	68	56	98	85	61	59	31	32	120	63	156	27
Very easy	65	**	32	24	**	**	**	**	26	18	39	26	**	24	**	**	40	25	56	**
	35%	**	39%	38%	**	**	**	**	39%	33%	40%	31%	**	40%	**	**	33%	40%	36%	**
Fairly easy	69	**	31	23	**	**	**	**	23	21	36	33	**	21	**	**	44	25	58	**
	38%	**	37%	38%	**	**	**	**	34%	37%	37%	39%	**	35%	**	**	37%	39%	37%	**
TOTAL EASY	134	**	63	47	**	**	**	**	50	39	75	59	**	45	**	**	84	50	114	**
	73%	**	75%	76%	**	**	**	**	73%	69%	76%	69%	**	75%	**	**	70%	79%	73%	**
Fairly difficult	16	**	8	4	**	**	**	**	5	5	10	6	**	3	**	**	12	4	13	**
	9%	**	9%	7%	**	**	**	**	8%	8%	11%	7%	**	5%	**	**	10%	7%	8%	**
Very difficult	12	**	3	6	**	**	**	**	5	5	4	9	**	3	**	**	10	2	9	**
	7%	**	4%	10%	**	**	**	**	7%	10%	4%	10%	**	6%	**	**	8%	3%	5%	**
											j									
TOTAL DIFFICULT	28	**	11	10	**	**	**	**	10	10	14	14	**	6	**	**	22	7	21	**
	15%	**	13%	17%	**	**	**	**	15%	18%	14%	17%	**	10%	**	**	18%	10%	14%	**
Don't know	21	**	9	4	**	**	**	**	8	7	9	12	**	8	**	**	14	7	21	**
	12%	**	11%	7%	**	**	**	**	12%	13%	9%	14%	**	14%	**	**	12%	11%	13%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 141**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	f	~g	~h
Unweighted total	312	267	26	16	3	46	108	42	39
Effective Weighted Sample	293	250	24	15	3	44	101	39	37
Total	183	156	15	10	2	28	64	26	21
Very easy	65	53	**	**	**	**	23	**	**
	35%	34%	**	**	**	**	35%	**	**
Fairly easy	69	60	**	**	**	**	24	**	**
	38%	38%	**	**	**	**	37%	**	**
TOTAL EASY	134	113	**	**	**	**	47	**	**
	73%	72%	**	**	**	**	73%	**	**
Fairly difficult	16	15	**	**	**	**	6	**	**
	9%	10%	**	**	**	**	10%	**	**
Very difficult	12	10	**	**	**	**	5	**	**
	7%	7%	**	**	**	**	8%	**	**
TOTAL DIFFICULT	28	26	**	**	**	**	11	**	**
	15%	16%	**	**	**	**	17%	**	**
Don't know	21	17	**	**	**	**	6	**	**
	12%	11%	**	**	**	**	10%	**	**

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

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 142**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
a	b	c	d	e	~f	g	h	i	j	k	~l	~m	n	o	p	q	~r	s		
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	~l	~m	n	o	p	q	~r	s
Unweighted total	1199	288	215	392	304	1199	-	619	580	144	619	580	-	-	125	492	475	656	28	116
Effective Weighted Sample	1128	270	202	370	287	1128	-	583	544	136	583	544	-	-	118	463	446	619	26	109
Total	692	160	126	227	178	692	-	359	333	82	359	333	-	-	76	282	262	386	15	67
Very easy	259	45	46	97	72	259	**	177	83	49	177	83	**	**	43	133	91	148	**	41
	37%	28%	37%	43%	40%	37%	**	49%	25%	60%	49%	25%	**	**	57%	47%	35%	38%	**	61%
		a	a	a	a			h		gh	k									
Fairly easy	266	60	63	77	66	266	**	135	131	22	135	131	**	**	25	109	100	153	**	17
	38%	38%	50%	34%	37%	38%	**	38%	39%	26%	38%	39%	**	**	33%	39%	38%	40%	**	25%
			acd					i	i											
TOTAL EASY	525	105	109	173	138	525	**	311	214	71	311	214	**	**	68	243	191	302	**	57
	76%	65%	86%	76%	77%	76%	**	87%	64%	86%	87%	64%	**	**	89%	86%	73%	78%	**	85%
			acd	a	a			h		h	k						p			
Fairly difficult	63	14	5	20	24	63	**	23	40	4	23	40	**	**	2	22	21	39	**	3
	9%	9%	4%	9%	13%	9%	**	7%	12%	5%	7%	12%	**	**	2%	8%	8%	10%	**	5%
		b		b	bc				gi			j				n				
Very difficult	48	15	2	20	11	48	**	16	32	7	16	32	**	**	6	10	25	21	**	6
	7%	9%	2%	9%	6%	7%	**	4%	10%	8%	4%	10%	**	**	8%	3%	10%	5%	**	9%
		b		b	b				g			j			o		q			
TOTAL DIFFICULT	111	29	8	39	35	111	**	39	72	11	39	72	**	**	8	31	46	59	**	9
	16%	18%	6%	17%	20%	16%	**	11%	22%	13%	11%	22%	**	**	10%	11%	18%	15%	**	14%
		b		b	b				gi			j								
Don't know	55	26	9	14	6	55	**	8	47	1	8	47	**	**	1	7	25	26	**	*
	8%	16%	7%	6%	3%	8%	**	2%	14%	1%	2%	14%	**	**	1%	3%	9%	7%	**	1%
		bcd	d						gi			j								

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 142**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1199	46	466	461	148	226	78	234	526	439	577	622	309	406	256	228	715	484	1045	154
Effective Weighted Sample	1128	44	452	441	145	221	76	226	499	421	543	587	300	388	251	217	676	457	983	145
Total	692	28	320	243	66	101	35	156	324	212	346	346	218	218	117	138	436	255	604	88
Very easy	259 37%	** **	128 40% de	95 39% de	17 26%	25 24%	** **	68 43% i	126 39% i	66 31%	130 38%	129 37%	75 34%	75 34%	47 40%	63 45% lm	150 34%	109 43% p	230 38%	30 34%
Fairly easy	266 38%	** **	132 41%	88 36%	22 34%	35 34%	** **	63 41%	129 40%	74 35%	136 39%	130 37%	92 42% o	89 41% o	44 38% o	40 29%	181 41% q	85 33%	229 38%	37 42%
TOTAL EASY	525 76%	** **	259 81% cde	183 75% de	39 60%	59 59%	** **	131 84% i	255 79% i	140 66%	266 77%	259 75%	167 77%	164 75%	91 78%	103 75%	331 76%	194 76%	458 76%	67 76%
Fairly difficult	63 9%	** **	24 7%	28 12% b	8 13%	10 10%	** **	11 7%	29 9%	23 11%	30 9%	34 10%	23 11%	18 8%	10 8%	12 9%	41 9%	22 9%	58 10%	6 6%
Very difficult	48 7%	** **	19 6%	18 8%	6 9%	9 9%	** **	6 4%	23 7%	20 9% g	22 6%	26 7%	13 6%	19 9%	6 5%	10 7%	32 7%	16 6%	40 7%	7 8%
TOTAL DIFFICULT	111 16%	** **	43 13%	46 19% b	14 22% b	19 19%	** **	17 11%	52 16%	42 20% g	52 15%	59 17%	36 17%	37 17%	15 13%	23 16%	73 17%	38 15%	98 16%	13 15%
Don't know	55 8%	** **	18 5%	14 6%	12 18% bc	23 23% bc	** **	8 5%	17 5%	30 14% gh	27 8%	28 8%	14 7%	18 8%	11 9%	12 9%	32 7%	23 9%	48 8%	8 9%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 142**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	h
Unweighted total	1199	1017	88	54	40	366	283	311	117
Effective Weighted Sample	1128	957	82	51	38	345	266	293	110
Total	692	588	52	29	23	217	159	183	65
Very easy	259	221	**	**	**	83	47	74	28
	37%	38%	**	**	**	38% f	30%	40% f	43% f
Fairly easy	266	231	**	**	**	87	59	72	25
	38%	39%	**	**	**	40%	37%	39%	38%
TOTAL EASY	525	452	**	**	**	170	107	146	53
	76%	77%	**	**	**	78% f	67%	80% f	81% f
Fairly difficult	63	52	**	**	**	18	20	18	3
	9%	9%	**	**	**	8%	12% h	10%	5%
Very difficult	48	38	**	**	**	10	15	10	6
	7%	7%	**	**	**	5%	10% eg	5%	9%
TOTAL DIFFICULT	111	90	**	**	**	28	35	27	9
	16%	15%	**	**	**	13%	22% eg	15%	14%
Don't know	55	46	**	**	**	19	18	9	3
	8%	8%	**	**	**	9%	11% g	5%	5%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 143**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by BROADBAND CROSS-BREAKS**

Base : Those who have never changed their internet service provider

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHED RS	BUNDLE	STANDAL	STANDAL	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE					NON-SW	ONE	ONE						
												TERS	SWITCHE	SWITCHE						
a	b	c	d	e	f	~g	h	~i	~j	k	~l	m	~n	~o	p	q	~r	~s		
Significance Level: 95%																				
Unweighted total	721	237	146	223	115	580	141	-	721	-	-	580	-	141	-	-	231	312	-	-
Effective Weighted Sample	676	222	137	210	108	544	132	-	676	-	-	544	-	132	-	-	216	294	-	-
Total	416	130	86	131	69	333	83	-	416	-	-	333	-	83	-	-	126	183	-	-
Very easy	107	29	22	40	16	83	24	**	107	**	**	83	**	24	**	**	23	49	**	**
	26%	23%	26%	31%	22%	25%	29%	**	26%	**	**	25%	**	29%	**	**	19%	27%	**	**
																	p			
Fairly easy	160	43	44	44	28	131	29	**	160	**	**	131	**	29	**	**	48	76	**	**
	38%	33%	52%	33%	41%	39%	35%	**	38%	**	**	39%	**	35%	**	**	38%	42%	**	**
			ac																	
TOTAL EASY	266	73	66	84	44	214	53	**	266	**	**	214	**	53	**	**	71	125	**	**
	64%	56%	77%	64%	63%	64%	63%	**	64%	**	**	64%	**	63%	**	**	57%	68%	**	**
			acd														p			
Fairly difficult	48	15	5	16	12	40	8	**	48	**	**	40	**	8	**	**	14	25	**	**
	12%	11%	6%	13%	17%	12%	10%	**	12%	**	**	12%	**	10%	**	**	11%	13%	**	**
			b	b	b															
Very difficult	37	13	2	14	8	32	5	**	37	**	**	32	**	5	**	**	17	14	**	**
	9%	10%	2%	11%	12%	10%	6%	**	9%	**	**	10%	**	6%	**	**	13%	8%	**	**
		b		b	b												q			
TOTAL DIFFICULT	85	28	7	30	20	72	13	**	85	**	**	72	**	13	**	**	31	39	**	**
	20%	21%	8%	23%	29%	22%	16%	**	20%	**	**	22%	**	16%	**	**	24%	21%	**	**
		b		b	b															
Don't know	65	29	13	17	6	47	17	**	65	**	**	47	**	17	**	**	24	19	**	**
	16%	23%	15%	13%	8%	14%	21%	**	16%	**	**	14%	**	21%	**	**	19%	10%	**	**
		cd					e							k			q			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 143**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have never changed their internet service provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	721	35	283	247	95	156	61	160	272	289	346	375	182	253	145	141	435	286	624	97
Effective Weighted Sample	676	34	274	236	93	153	60	155	259	277	325	352	176	241	142	134	410	269	585	91
Total	416	22	195	130	41	69	27	109	170	138	209	208	129	135	66	85	265	152	361	55
Very easy	107	**	61	30	**	7	**	40	44	23	56	51	29	34	21	24	63	44	90	**
	26%	**	31%	23%	**	10%	**	37%	26%	16%	27%	24%	22%	25%	31%	28%	24%	29%	25%	**
			ce	e				hi	i											
Fairly easy	160	**	76	52	**	24	**	42	66	51	84	76	55	51	25	29	106	54	140	**
	38%	**	39%	40%	**	34%	**	39%	39%	37%	40%	36%	42%	38%	37%	34%	40%	36%	39%	**
TOTAL EASY	266	**	137	82	**	30	**	82	111	74	140	126	84	84	45	53	168	98	230	**
	64%	**	70%	63%	**	44%	**	75%	65%	54%	67%	61%	65%	62%	68%	62%	64%	65%	64%	**
			e	e				hi	i											
Fairly difficult	48	**	18	20	**	7	**	11	20	17	24	24	19	12	8	9	31	17	44	**
	12%	**	9%	16%	**	11%	**	10%	12%	12%	11%	12%	15%	9%	12%	10%	12%	11%	12%	**
			b	b																
Very difficult	37	**	15	15	**	6	**	3	18	16	14	23	9	17	3	9	26	11	31	**
	9%	**	8%	11%	**	9%	**	3%	11%	11%	7%	11%	7%	12%	4%	10%	10%	8%	9%	**
									g	g				n		n				
TOTAL DIFFICULT	85	**	33	35	**	14	**	14	39	32	38	47	28	29	11	17	57	28	75	**
	20%	**	17%	27%	**	20%	**	13%	23%	23%	18%	23%	22%	21%	16%	20%	22%	19%	21%	**
				b					g	g										
Don't know	65	**	25	13	**	25	**	13	20	32	31	34	17	22	10	15	39	25	56	**
	16%	**	13%	10%	**	36%	**	12%	12%	23%	15%	16%	13%	16%	15%	18%	15%	17%	16%	**
						bc				gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 143**

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

**Q17c. How easy or difficult was it/ do you think it would be to change your home internet service provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have never changed their internet service provider

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	g	~h
Unweighted total	721	598	61	33	29	176	222	190	66
Effective Weighted Sample	676	561	57	32	27	165	208	179	62
Total	416	345	37	18	16	105	125	113	36
Very easy	107	86	**	**	**	25	32	33	**
	26%	25%	**	**	**	24%	25%	29%	**
Fairly easy	160	134	**	**	**	44	42	46	**
	38%	39%	**	**	**	42%	33%	41%	**
TOTAL EASY	266	220	**	**	**	69	73	79	**
	64%	64%	**	**	**	66%	59%	70% f	**
Fairly difficult	48	41	**	**	**	12	16	14	**
	12%	12%	**	**	**	11%	13%	12%	**
Very difficult	37	30	**	**	**	8	13	9	**
	9%	9%	**	**	**	7%	10%	8%	**
TOTAL DIFFICULT	85	71	**	**	**	19	29	23	**
	20%	21%	**	**	**	18%	23%	21%	**
Don't know	65	54	**	**	**	17	23	10	**
	16%	16%	**	**	**	16%	19% g	9%	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 144**

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

**Q18. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Again, thinking just about your fixed broadband service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your home fixed broadband internet service? Are you... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH			
		INTER-				SIMPLE	STAND-			LAST	BUNDLE	BUNDLE		STANDAL							
	Total	INAC-	PASSIVE	ESTED	ENG-	BUNDLE	ALONE	EVER	NEVER	12	SWITCHE	NON-SWI	STANDAL	ONE	NON	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		TIVE			AGED					MONTHS	RS	TCHERS	SWITCHE	RS	RS	n	o	p	q	r	s
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m							
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141		147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132		139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83		90	365	262	386	32	87
Actively looking for a new internet service provider at the moment	34	-	-	24	9	25	9	22	11	4	16	9	6	3		5	18	14	10	**	3
	4%	-%	-%	9%	4%	4%	5%	5%	3%	3%	4%	3%	6%	3%		5%	5%	5%	3%	**	4%
				abd	ab			h					k					q			
Open to the idea of a new internet service provider	195	-	-	60	135	147	48	119	76	34	86	61	33	15		18	99	56	81	**	21
	22%	-%	-%	21%	57%	21%	26%	26%	18%	29%	24%	18%	33%	18%		20%	27%	21%	21%	**	25%
				ab	abc			h		h	k		jkm							**	
Not interested in a new internet service provider	627	196	152	190	89	505	122	309	317	79	250	255	59	63		67	241	190	287	**	61
	72%	96%	97%	68%	38%	73%	67%	67%	76%	67%	70%	77%	59%	75%		74%	66%	72%	74%	**	70%
		cd	cd	d		f			gi		l	jl		l						**	
Don't know	19	8	5	4	2	15	4	8	11	1	6	9	2	3		1	7	3	9	**	1
	2%	4%	3%	1%	1%	2%	2%	2%	3%	1%	2%	3%	2%	3%		1%	2%	1%	2%	**	1%
		cd	cd																		
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 144**

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

**Q18. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Again, thinking just about your fixed broadband service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your home fixed broadband internet service? Are you...  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Actively looking for a new internet service provider at the moment	34 4%	** **	20 5% de	10 3% d	* 1%	2 1%	** **	10 5%	17 4%	7 2%	20 4%	14 3%	11 4%	13 5%	6 4%	4 2%	24 4%	10 3%	29 4%	5 4%
Open to the idea of a new internet service provider	195 22%	** **	100 25% e	63 21%	16 19%	21 16%	** **	54 25% i	92 23% i	50 18%	98 22%	97 22%	70 25%	59 21%	30 20%	36 21%	129 23%	66 21%	158 21%	37 32% r
Not interested in a new internet service provider	627 72%	** **	275 68%	226 74% b	65 78% b	101 80% b	** **	143 67%	278 71%	205 77% gh	316 71%	311 72%	195 70%	199 72%	108 73%	125 73%	394 71%	233 73%	556 73% s	71 61%
Don't know	19 2%	** **	8 2%	5 2%	2 2%	3 3%	** **	7 3% h	5 1%	7 2%	10 2%	10 2%	3 1%	6 2%	3 2%	6 4% l	10 2%	10 3%	17 2%	2 2%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 144**

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

**Q18. (SAY TO THOSE WITH FIXED BROADBAND IN A PACKAGE - Again, thinking just about your fixed broadband service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your home fixed broadband internet service? Are you...  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	NATION					FIXED BROADBAND SUPPLIER			
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Actively looking for a new internet service provider at the moment	34	29	-	**	**	3	9	9	4
	4%	4%	-%	**	**	1%	4%	4%	5%
		b					e	e	e
Open to the idea of a new internet service provider	195	171	11	**	**	59	54	35	23
	22%	23%	17%	**	**	24%	24%	17%	27%
						g	g		g
Not interested in a new internet service provider	627	527	55	**	**	175	158	159	58
	72%	71%	83%	**	**	72%	71%	76%	67%
			a					h	
Don't know	19	17	*	**	**	7	2	5	1
	2%	2%	1%	**	**	3%	1%	2%	1%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 145**

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

**Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

											SWITCHED WHEN MOVING				BUNDLE TYPE		BROADBAND SWITCH			
	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB										
	Total	INACT- TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE	BUNDLE		STANDAL ONE NON SWITCHE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
				ESTED	ENG- AGED							NON-SWI TCHERS	STANDAL ONE SWITCHE							
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1254	351	260	374	269	1016	238	554	700	-	452	564	102	136	101	448	388	566	-	-
Effective Weighted Sample	1179	328	245	353	254	956	223	522	657	-	426	530	96	127	95	422	365	534	-	-
Total	726	196	152	219	159	587	140	321	405	-	262	324	59	81	63	256	214	333	-	-
Yes - in the last 6 months	76	-	4	11	61	57	19	37	39	**	26	30	10	9	5	30	28	24	**	**
	10%	-%	2%	5%	38%	10%	14%	11%	10%	**	10%	9%	17%	11%	8%	12%	13%	7%	**	**
			a	a	abc								jk				q			
Yes - 6 to 12 months ago	31	-	2	2	27	27	5	16	16	**	14	13	2	2	3	12	10	16	**	**
	4%	-%	1%	1%	17%	5%	3%	5%	4%	**	5%	4%	4%	3%	5%	5%	4%	5%	**	**
			a		abc															
Yes - 13 to 18 months ago	30	3	2	11	14	26	5	24	6	**	20	6	4	1	4	20	9	15	**	**
	4%	2%	1%	5%	9%	4%	3%	7%	2%	**	8%	2%	7%	1%	7%	8%	4%	5%	**	**
				ab	ab			h			km		km							
Yes - 1.5 to 2 years ago	22	3	3	7	9	19	3	17	5	**	16	3	1	1	4	13	5	12	**	**
	3%	2%	2%	3%	6%	3%	2%	5%	1%	**	6%	1%	2%	2%	7%	5%	2%	4%	**	**
					ab			h			km									
Yes - 2 to 3 years ago	26	4	9	8	5	19	8	21	6	**	16	2	4	3	4	16	8	10	**	**
	4%	2%	6%	4%	3%	3%	6%	6%	1%	**	6%	1%	8%	4%	7%	6%	4%	3%	**	**
			a					h			k		k	k						
Yes - more than 3 years ago	108	27	34	37	9	89	18	99	8	**	83	6	16	2	15	84	29	56	**	**
	15%	14%	23%	17%	6%	15%	13%	31%	2%	**	32%	2%	27%	3%	23%	33%	14%	17%	**	**
		d	ad	d				h			km		km							
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 145**

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

**Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH					
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE		
				ESTED	ENG-AGED							RS	TCHERS									RS	RS
Significance Level: 95%	a	b	c	d	e	f	g	h	~i	j	k	l	m	n	o	p	q	~r	~s				
Unweighted total	1254	351	260	374	269	1016	238	554	700	-	452	564	102	136	101	448	388	566	-	-			
Effective Weighted Sample	1179	328	245	353	254	956	223	522	657	-	426	530	96	127	95	422	365	534	-	-			
Total	726	196	152	219	159	587	140	321	405	-	262	324	59	81	63	256	214	333	-	-			
No - never considered changing internet service provider	410	149	93	135	33	335	75	105	305	**	85	250	20	54	27	77	117	195	**	**			
	56%	76%	61%	62%	21%	57%	53%	33%	75%	**	32%	77%	34%	67%	43%	30%	55%	59%	**	**			
		bcd	d	d					g			jlm		jl	o								
No - can't change, only one provider in the area	22	10	5	7	1	15	8	2	21	**	1	14	*	7	-	2	9	5	**	**			
	3%	5%	3%	3%	1%	3%	5%	1%	5%	**	*%	4%	1%	9%	-%	1%	4%	1%	**	**			
		d	d	d			e		g			j		jkl			q						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 145**

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

**Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1254	50	472	476	168	256	88	247	525	482	629	625	341	416	260	237	757	497	1095	159
Effective Weighted Sample	1179	48	458	455	164	251	86	239	499	461	591	589	331	397	254	225	716	468	1029	149
Total	726	32	326	255	74	114	40	167	325	234	376	350	241	223	119	144	464	262	634	92
Yes - in the last 6 months	76	**	36	28	8	10	**	21	33	22	36	41	31	23	12	10	54	22	59	18
	10%	**	11%	11%	11%	9%	**	13%	10%	9%	9%	12%	13% o	10%	10%	7%	12%	8%	9%	19% r
Yes - 6 to 12 months ago	31	**	16	12	2	2	**	8	15	9	21	11	11	13	3	5	24	8	26	6
	4%	**	5%	5%	3%	2%	**	5%	4%	4%	5% k	3%	5%	6% n	2%	3%	5%	3%	4%	6%
Yes - 13 to 18 months ago	30	**	14	13	1	1	**	9	15	6	16	14	13	6	5	6	19	12	29	1
	4%	**	4% e	5% de	1%	1%	**	5%	5%	3%	4%	4%	5%	3%	5%	4%	4%	5%	5% s	1%
Yes - 1.5 to 2 years ago	22	**	9	11	1	2	**	6	11	6	11	12	10	6	4	2	16	6	18	5
	3%	**	3%	4%	2%	2%	**	3%	3%	2%	3%	3%	4% o	3%	4%	1%	3%	2%	3%	5%
Yes - 2 to 3 years ago	26	**	14	9	3	3	**	8	11	7	15	12	8	6	5	7	15	11	23	3
	4%	**	4%	3%	4%	2%	**	5%	3%	3%	4%	3%	3%	3%	4%	5%	3%	4%	4%	3%
Yes - more than 3 years ago	108	**	48	41	11	15	**	19	56	32	56	51	37	27	21	23	64	44	97	10
	15%	**	15%	16%	14%	13%	**	12%	17% g	14%	15%	15%	15%	12%	17% m	16%	14%	17%	15%	11%
No - never considered changing internet service provider	410	**	180	133	46	77	**	94	172	144	209	201	123	133	66	88	256	154	365	45
	56%	**	55%	52%	62% c	68% bc	**	56%	53%	61% h	56%	57%	51%	60% l	55%	61% l	55%	59%	58% s	49%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 145**

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

**Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1254	50	472	476	168	256	88	247	525	482	629	625	341	416	260	237	757	497	1095	159
Effective Weighted Sample	1179	48	458	455	164	251	86	239	499	461	591	589	331	397	254	225	716	468	1029	149
Total	726	32	326	255	74	114	40	167	325	234	376	350	241	223	119	144	464	262	634	92
No - can't change, only one provider in the area	22	**	9	8	3	4	**	2	13	7	13	9	8	9	3	3	16	6	17	5
	3%	**	3%	3%	4%	3%	**	1%	4%	3%	4%	3%	3%	4%	3%	2%	4%	2%	3%	6%
									g											r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 145**

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

**Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1254	1059	103	55	37	356	326	306	127
Effective Weighted Sample	1179	996	96	52	35	336	305	288	119
Total	726	614	61	30	22	213	186	180	71
Yes - in the last 6 months	76	67	4	**	**	16	22	17	10
	10%	11%	6%	**	**	8%	12%	10%	14% e
Yes - 6 to 12 months ago	31	29	2	**	**	10	8	7	3
	4%	5%	3%	**	**	5%	4%	4%	4%
Yes - 13 to 18 months ago	30	27	1	**	**	11	4	9	2
	4%	4%	2%	**	**	5% f	2%	5%	3%
Yes - 1.5 to 2 years ago	22	19	2	**	**	6	5	7	2
	3%	3%	3%	**	**	3%	3%	4%	3%
Yes - 2 to 3 years ago	26	22	3	**	**	5	7	10	2
	4%	4%	4%	**	**	2%	4%	6% e	3%
Yes - more than 3 years ago	108	92	10	**	**	35	19	26	15
	15%	15%	17%	**	**	16% f	10%	14%	21% f
No - never considered changing internet service provider	410	336	38	**	**	128	112	100	36
	56%	55%	63%	**	**	60%	60%	55%	50%

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 145**

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

**Q19a. Have you considered changing fixed broadband internet service provider? IF YES - When did you most recently consider changing fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have not changed internet service provider in the last 12 months and who are not actively looking for a new internet service provider at the moment

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1254	1059	103	55	37	356	326	306	127
Effective Weighted Sample	1179	996	96	52	35	336	305	288	119
Total	726	614	61	30	22	213	186	180	71
No - can't change, only one provider in the area	22	20	2	**	**	2	9	4	1
	3%	3%	3%	**	**	1%	5% e	2%	2%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 146**

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

**Q19b. And did you actively START LOOKING for an alternative fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have considered changing their internet service provider in the last 12 months

	BROADBAND INDEX																			SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
					FIXED BB		FIXED BB SWITCH			FIXED BB															
	INTER-				SIMPLE	STAND-	LAST 12			BUNDLE	BUNDLE		STANDAL												
	ESTED				BUNDLE	ALONE	NEVER			MONTHS	SWITCHES	NON-SW	STANDAL	ONE	NON										
	INAC-TIVE	PASSIVE	ENG-AGED				EVER				RS	RS	RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL						
Significance Level: 95%	Total	~a	~b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s					
Unweighted total	178	-	10	23	145	138	40	91	87	-	69	69	22	18	15	74	65	65	-	-					
Effective Weighted Sample	169	-	9	22	138	131	38	87	83	-	66	66	21	17	14	70	62	62	-	-					
Total	108	-	6	14	88	83	24	53	55	-	40	43	13	12	9	43	38	40	-	-					
Yes	54	**	**	**	42	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**					
	50%	**	**	**	47%	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**					
No	53	**	**	**	46	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**					
	50%	**	**	**	53%	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 146**

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

**Q19b. And did you actively START LOOKING for an alternative fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	r	~s
Unweighted total	178	7	75	69	23	27	4	42	74	62	90	88	59	65	32	22	124	54	139	39
Effective Weighted Sample	169	7	73	66	22	26	4	41	71	59	86	83	58	62	31	21	119	51	132	37
Total	108	4	51	40	10	12	2	29	48	31	56	51	42	36	15	15	78	30	84	23
Yes	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	42	**	44	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	54%	**	52%	**
No	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**	41	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	46%	**	48%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 146**

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

**Q19b. And did you actively START LOOKING for an alternative fixed broadband internet service provider?  
by BROADBAND CROSS-BREAKS**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	178	157	10	11	-	42	51	40	23
Effective Weighted Sample	169	149	9	10	-	40	49	38	22
Total	108	96	6	6	-	26	30	25	13
Yes	54	50	**	**	**	**	**	**	**
	50%	52%	**	**	**	**	**	**	**
No	53	46	**	**	**	**	**	**	**
	50%	48%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 147**

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH			
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDALONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							RS	RS	RS	RS						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
CHANGED PROVIDER IN LAST 12 MONTHS	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	**	87	
	14%	4%	4%	12% ab	30% abc	12%	20% e	26% h	-%	100% gh	23% km	-%	36% jkm	-%	25%	26%	14%	11%	**	100%	
ACTIVELY LOOKING AT THE MOMENT	30	-	-	24	5	23	7	18	11	-	14	9	4	3	5	14	12	10	**	-	
	3%	-%	-%	9% abd	2% ab	3%	4%	4% i	3% i	-%	4%	3%	4%	3%	5%	4%	5%	3%	**	-%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	54	-	-	12	42	41	13	26	28	-	20	21	6	7	4	22	16	23	**	-	
	6%	-%	-%	4% ab	18% abc	6%	7%	6% i	7% i	-%	6%	6%	6%	8%	4%	6%	6%	6%	**	-%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53	-	6	1	46	42	11	27	27	-	20	22	7	5	5	20	22	17	**	-	
	6%	-%	4% ac	1% *	20% abc	6%	6%	6% i	6% i	-%	6%	7%	7%	6%	5%	6%	8% q	4%	**	-%	
NONE OF THESE	619	196	146	206	71	503	116	269	350	-	222	281	46	69	55	213	177	293	**	-	
	71%	96% cd	93% cd	74% d	30%	73% f	63%	59% i	84% gi	-%	62% l	84% jl	47% jl	83% jl	60%	58%	67%	76% p	**	-%	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 147**

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
CHANGED PROVIDER IN LAST 12 MONTHS	119	**	60	40	8	12	**	38	53	28	50	68	28	43	24	24	71	47	101	17
	14%	**	15% e	13%	10%	9%	**	18% i	13%	10%	11%	16% j	10%	15% l	16% l	14%	13%	15%	13%	15%
ACTIVELY LOOKING AT THE MOMENT	30	**	18	10	*	1	**	9	14	6	17	13	9	12	6	3	21	9	25	5
	3%	**	4% de	3% de	1%	1%	**	4%	4%	2%	4%	3%	3%	4%	4%	2%	4%	3%	3%	4%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	54	**	25	21	5	6	**	15	24	16	30	24	22	19	7	5	42	12	44	10
	6%	**	6%	7%	6%	4%	**	7%	6%	6%	7%	6%	8% o	7% o	5%	3%	8% q	4%	6%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53	**	26	19	5	7	**	14	24	16	26	27	20	17	8	9	36	17	41	13
	6%	**	6%	6%	6%	5%	**	7%	6%	6%	6%	6%	7%	6%	5%	5%	6%	5%	5%	11% r
NONE OF THESE	619	**	274	215	64	102	**	139	278	203	320	299	199	187	104	129	386	233	550	69
	71%	**	68%	71%	77% b	80% bc	**	65%	71%	76% g	72%	69%	71%	67%	70%	76% m	69%	73%	72% s	60%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 147**

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
CHANGED PROVIDER IN LAST 12 MONTHS	119	105	6	**	**	29	29	20	12
	14%	14%	9%	**	**	12%	13%	10%	14%
ACTIVELY LOOKING AT THE MOMENT	30	26	-	**	**	3	9	8	4
	3%	3%	~b	**	**	1%	4%	4%	5%
		b					e	e	e
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	54	50	2	**	**	14	15	14	8
	6%	7%	3%	**	**	6%	7%	7%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53	46	3	**	**	12	15	10	6
	6%	6%	5%	**	**	5%	7%	5%	6%
NONE OF THESE	619	518	55	**	**	187	155	156	58
	71%	70%	83%	**	**	76%	69%	75%	66%
			a			fh			

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 148**

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTD	ENGAGED							NON-SWITCHERS	STANDALONE SWITCHES								
														RS	RS						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
CHANGED PROVIDER IN LAST 12 MONTHS	96 11%	- -%	- -%	26 10% ab	69 29% abc	64 9%	32 17% e	96 21% h	- -%	96 81% gh	64 18% km	- -%	32 32% jkm	- -%	- -%	95 26% n	29 11%	32 8%	** **	69 79%	
ACTIVELY LOOKING AT THE MOMENT	30 3%	- -%	- -%	24 9% abd	5 2% ab	23 3%	7 4%	18 4% i	11 3% i	- -%	14 4%	9 3%	4 4%	3 3%	5 5%	14 4%	12 5%	10 3%	** **	- -%	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	54 6%	- -%	- -%	12 4% ab	42 18% abc	41 6%	13 7%	26 6% i	28 7% i	- -%	20 6%	21 6%	6 6%	7 8%	4 4%	22 6%	16 6%	23 6%	** **	- -%	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53 6%	- -%	6 4% ac	1 *% d	46 20% abc	42 6%	11 6%	27 6% i	27 6% i	- -%	20 6%	22 7%	7 7%	5 6%	5 5%	20 6%	22 8% q	17 4%	** **	- -%	
NONE OF THESE	642 73%	204 100% bcd	152 96% cd	213 77% d	73 31%	522 75% f	120 66%	292 64% i	350 84% gi	23 19%	241 67% l	281 84% jl	51 51%	69 83% jl	77 86% o	213 58%	184 70%	304 79% p	** **	18 21%	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 148**

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
CHANGED PROVIDER IN LAST 12 MONTHS	96	**	48	32	8	11	**	27	43	25	43	53	23	34	19	20	57	39	84	12
	11%	**	12%	10%	9%	9%	**	13%	11%	9%	10%	12%	8%	12%	13%	12%	10%	12%	11%	10%
ACTIVELY LOOKING AT THE MOMENT	30	**	18	10	*	1	**	9	14	6	17	13	9	12	6	3	21	9	25	5
	3%	**	4% de	3% de	1%	1%	**	4%	4%	2%	4%	3%	3%	4%	4%	2%	4%	3%	3%	4%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	54	**	25	21	5	6	**	15	24	16	30	24	22	19	7	5	42	12	44	10
	6%	**	6%	7%	6%	4%	**	7%	6%	6%	7%	6%	8% o	7% o	5%	3%	8% q	4%	6%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53	**	26	19	5	7	**	14	24	16	26	27	20	17	8	9	36	17	41	13
	6%	**	6%	6%	6%	5%	**	7%	6%	6%	6%	6%	7%	6%	5%	5%	6%	5%	5%	11% r
NONE OF THESE	642	**	286	223	65	102	**	149	287	205	328	314	205	196	108	133	401	241	567	75
	73%	**	71%	73%	78%	81% bc	**	70%	73%	77% g	74%	73%	73%	71%	73%	78% m	72%	76%	75% s	65%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 148**

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
CHANGED PROVIDER IN LAST 12 MONTHS	96	84	5	**	**	24	24	14	11
	11%	11%	7%	**	**	10%	11%	7%	13%
ACTIVELY LOOKING AT THE MOMENT	30	26	-	**	**	3	9	8	4
	3%	3%	-%	**	**	1%	4%	4%	5%
		b					e	e	e
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	54	50	2	**	**	14	15	14	8
	6%	7%	3%	**	**	6%	7%	7%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	53	46	3	**	**	12	15	10	6
	6%	6%	5%	**	**	5%	7%	5%	6%
NONE OF THESE	642	539	56	**	**	192	161	161	59
	73%	72%	85%	**	**	78%	72%	77%	67%
			a			fh		h	

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 149**

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

**FIXED BROADBAND - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
CHANGED PROVIDER IN LAST 12 MONTHS	96	-	-	26	69	64	32	96	-	96	64	-	32	-	-	95	29	32	**	69
	11%	-%	-%	10%	29%	9%	17%	21%	-%	81%	18%	-%	32%	-%	-%	26%	11%	8%	**	79%
				ab	abc		e	h		gh	km		jkm			n				
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	169	23	9	55	81	138	31	89	80	2	71	68	19	12	20	69	52	80	**	1
	19%	11%	6%	20%	35%	20%	17%	20%	19%	2%	20%	20%	19%	14%	22%	19%	20%	21%	**	2%
		b		ab	abc		i	i												
NEITHER OF THESE	610	181	148	196	85	489	120	273	336	21	224	265	49	71	71	200	182	274	**	17
	70%	89%	94%	70%	36%	71%	66%	60%	81%	18%	62%	80%	49%	86%	78%	55%	69%	71%	**	19%
		cd	acd	d				i	gi		l	jl		jl	o					
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 149**

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

**FIXED BROADBAND - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
CHANGED PROVIDER IN LAST 12 MONTHS	96	**	48	32	8	11	**	27	43	25	43	53	23	34	19	20	57	39	84	12
	11%	**	12%	10%	9%	9%	**	13%	11%	9%	10%	12%	8%	12%	13%	12%	10%	12%	11%	10%
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	169	**	74	62	18	26	**	41	73	55	87	82	58	51	30	29	110	59	142	27
	19%	**	18%	20%	21%	20%	**	19%	19%	20%	20%	19%	21%	19%	20%	17%	20%	19%	19%	24%
NEITHER OF THESE	610	**	281	211	57	90	**	146	275	188	314	296	198	192	99	121	390	220	534	76
	70%	**	70%	69%	69%	71%	**	68%	70%	70%	71%	69%	71%	69%	67%	71%	70%	69%	70%	66%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 149**

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

**FIXED BROADBAND - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
CHANGED PROVIDER IN LAST 12 MONTHS	96	84	5	**	**	24	24	14	11
	11%	11%	7%	**	**	10%	11%	7%	13% g
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	169	144	11	**	**	46	37	45	20
	19%	19%	17%	**	**	19%	17%	22%	23%
NEITHER OF THESE	610	517	51	**	**	175	163	148	56
	70%	69%	76%	**	**	71%	73%	71%	64%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 150**

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

**FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INACT- TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHED	BUNDLE NON-SWIT- CHERS	STANDAL ONE SWITCHED	STANDAL ONE NON SWITCHED	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
				ESTED	ENG- AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
SWITCHED ONLY THIS SERVICE	32	1	2	4	25	15	16	32	-	32	15	-	16	-	5	27	7	6	**	-
	4%	1%	1%	1%	10%	2%	9%	7%	-%	27%	4%	-%	17%	-%	5%	7%	3%	2%	**	-%
					abc		e	h		gh	km		jkm							
SWITCHED TWO SERVICES INCLUDING THIS	49	4	2	16	27	33	15	49	-	49	33	-	15	-	9	40	21	12	**	49
	6%	2%	1%	6%	12%	5%	8%	11%	-%	41%	9%	-%	15%	-%	9%	11%	8%	3%	**	56%
				ab	abc		e	h		gh	km		jkm				q			
SWITCHED THREE SERVICES INCLUDING THIS	38	3	1	15	19	34	5	38	-	38	34	-	5	-	10	29	8	25	**	38
	4%	2%	1%	5%	8%	5%	3%	8%	-%	32%	9%	-%	5%	-%	11%	8%	3%	7%	**	44%
				ab	ab			h		gh	klm		km				p			
NOT SWITCHED IN LAST 12 MONTHS	756	196	152	243	165	609	147	340	416	-	277	333	63	83	68	269	226	343	**	-
	86%	96%	96%	88%	70%	88%	80%	74%	100%	-%	77%	100%	64%	100%	75%	74%	86%	89%	**	-%
		cd	cd	d		f		i	gi		l	jl		jl						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 150**

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

**FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
SWITCHED ONLY THIS SERVICE	32	**	14	12	1	3	**	12	12	8	13	19	6	12	9	4	19	13	25	7
	4%	**	3%	4%	1%	2%	**	6%	3%	3%	3%	4%	2%	4%	6%	3%	3%	4%	3%	6%
															I					
SWITCHED TWO SERVICES INCLUDING THIS	49	**	23	15	6	8	**	14	21	13	22	27	10	17	11	11	27	21	42	7
	6%	**	6%	5%	7%	6%	**	7%	5%	5%	5%	6%	3%	6%	7%	6%	5%	7%	5%	6%
															I					
SWITCHED THREE SERVICES INCLUDING THIS	38	**	23	13	1	1	**	11	20	7	16	22	12	13	4	8	26	13	35	4
	4%	**	6%	4%	2%	1%	**	5%	5%	3%	4%	5%	4%	5%	3%	5%	5%	4%	5%	3%
			de	e				i	i											
NOT SWITCHED IN LAST 12 MONTHS	756	**	344	264	75	115	**	177	339	240	393	363	250	234	124	147	485	271	659	97
	86%	**	85%	87%	90%	91%	**	82%	87%	90%	89%	84%	90%	85%	84%	86%	87%	85%	87%	85%
						b				g	k		mn							

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 150**

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

**FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
SWITCHED ONLY THIS SERVICE	32	28	2	**	**	10	7	3	4
	4%	4%	3%	**	**	4%	3%	1%	5%
						g			g
SWITCHED TWO SERVICES INCLUDING THIS	49	42	3	**	**	11	14	4	4
	6%	6%	5%	**	**	5%	6%	2%	5%
						g	g		g
SWITCHED THREE SERVICES INCLUDING THIS	38	34	1	**	**	8	8	14	4
	4%	5%	2%	**	**	3%	4%	7%	4%
								e	
NOT SWITCHED IN LAST 12 MONTHS	756	640	61	**	**	216	194	188	75
	86%	86%	91%	**	**	88%	87%	90%	86%

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 151**

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

**FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
SWITCHED ONLY THIS SERVICE	27	-	-	3	24	14	14	27	-	27	14	-	14	-	-	27	7	5	**	-
	3%	-%	-%	1%	10%	2%	7%	6%	-%	23%	4%	-%	14%	-%	-%	7%	3%	1%	**	-%
				a	abc		e	h		gh	km		jkm			n				
SWITCHED TWO SERVICES INCLUDING THIS	40	-	-	14	26	26	14	40	-	40	26	-	14	-	-	40	16	9	**	40
	5%	-%	-%	5%	11%	4%	8%	9%	-%	34%	7%	-%	14%	-%	-%	11%	6%	2%	**	46%
				ab	abc		e	h		gh	km		jkm			n	q			
SWITCHED THREE SERVICES INCLUDING THIS	29	-	-	9	19	24	4	29	-	29	24	-	4	-	-	29	6	18	**	29
	3%	-%	-%	3%	8%	4%	2%	6%	-%	24%	7%	-%	4%	-%	-%	8%	2%	5%	**	33%
				ab	abc			h		gh	km		km			n		p		
NOT SWITCHED IN LAST 12 MONTHS	779	204	158	251	166	628	151	363	416	23	295	333	68	83	90	269	233	354	**	18
	89%	100%	100%	90%	71%	91%	83%	79%	100%	19%	82%	100%	68%	100%	100%	74%	89%	92%	**	21%
		cd	cd	d		f		i	gi		l	jl		jl	o					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 151**

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

**FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
SWITCHED ONLY THIS SERVICE	27	**	11	11	1	3	**	9	11	8	12	15	6	10	8	4	15	12	23	4
	3%	**	3%	4%	1%	2%	**	4%	3%	3%	3%	3%	2%	3%	5%	3%	3%	4%	3%	4%
															l					
SWITCHED TWO SERVICES INCLUDING THIS	40	**	19	12	5	7	**	11	17	12	17	23	7	14	9	10	21	19	36	4
	5%	**	5%	4%	7%	6%	**	5%	4%	4%	4%	5%	2%	5%	6%	6%	4%	6%	5%	4%
														l	l	l		p		
SWITCHED THREE SERVICES INCLUDING THIS	29	**	18	9	1	1	**	8	16	5	13	15	11	10	2	6	21	8	26	3
	3%	**	5%	3%	2%	1%	**	4%	4%	2%	3%	4%	4%	4%	2%	3%	4%	3%	3%	3%
			e																	
NOT SWITCHED IN LAST 12 MONTHS	779	**	355	273	75	116	**	187	349	243	401	378	256	244	129	150	499	279	676	103
	89%	**	88%	90%	91%	91%	**	87%	89%	91%	90%	88%	92%	88%	87%	88%	90%	88%	89%	90%
													n							

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 151**

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

**FIXED BROADBAND - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
SWITCHED ONLY THIS SERVICE	27	24	2	**	**	9	7	1	4
	3%	3%	3%	**	**	4%	3%	1%	4%
						g	g		g
SWITCHED TWO SERVICES INCLUDING THIS	40	34	2	**	**	9	11	4	4
	5%	5%	3%	**	**	4%	5%	2%	4%
							g		
SWITCHED THREE SERVICES INCLUDING THIS	29	25	1	**	**	5	6	9	4
	3%	3%	1%	**	**	2%	3%	4%	4%
NOT SWITCHED IN LAST 12 MONTHS	779	661	62	**	**	221	200	194	76
	89%	89%	93%	**	**	90%	89%	93%	87%
								h	

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 152**

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

**Q133. Which of the following best describes how you feel about your decision to switch fixed broadband service provider? Would you say you are...**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INACT- TIVE	PASSIVE	ESTED	ENG- AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE	STANDAL ONE NON SWITCHE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
Significance Level: 95%	~a	~b	~c	d	e	~f	g	~h	i	j	~k	~l	~m	~n	o	~p	~q	~r	s	
Unweighted total	207	14	9	61	123	144	63	207	-	207	144	-	63	-	39	167	66	73	56	151
Effective Weighted Sample	195	13	9	57	116	136	60	195	-	195	136	-	60	-	37	157	62	69	53	143
Total	119	8	6	34	71	82	36	119	-	119	82	-	36	-	23	95	36	43	32	87
Very happy	60	**	**	**	35	43	**	60	**	60	43	**	**	**	**	48	**	**	**	45
	50%	**	**	**	49%	52%	**	50%	**	50%	52%	**	**	**	**	50%	**	**	**	52%
Fairly happy	43	**	**	**	25	28	**	43	**	43	28	**	**	**	**	35	**	**	**	29
	36%	**	**	**	35%	34%	**	36%	**	36%	34%	**	**	**	**	37%	**	**	**	33%
TOTAL HAPPY	103	**	**	**	59	71	**	103	**	103	71	**	**	**	**	83	**	**	**	75
	87%	**	**	**	83%	87%	**	87%	**	87%	87%	**	**	**	**	87%	**	**	**	86%
Fairly unhappy	8	**	**	**	6	5	**	8	**	8	5	**	**	**	**	7	**	**	**	6
	7%	**	**	**	9%	5%	**	7%	**	7%	5%	**	**	**	**	7%	**	**	**	6%
Very unhappy	8	**	**	**	5	6	**	8	**	8	6	**	**	**	**	6	**	**	**	7
	7%	**	**	**	8%	8%	**	7%	**	7%	8%	**	**	**	**	6%	**	**	**	8%
TOTAL UNHAPPY	16	**	**	**	12	11	**	16	**	16	11	**	**	**	**	13	**	**	**	13
	13%	**	**	**	17%	13%	**	13%	**	13%	13%	**	**	**	**	13%	**	**	**	14%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 152**

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

**Q133. Which of the following best describes how you feel about your decision to switch fixed broadband service provider? Would you say you are...**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	207	12	89	80	18	26	8	58	90	59	88	119	40	79	51	37	119	88	176	31
Effective Weighted Sample	195	12	86	77	18	25	8	56	85	57	83	113	39	76	50	36	113	83	166	29
Total	119	7	60	40	8	12	4	38	53	28	50	68	28	43	24	24	71	47	101	17
Very happy	60 50%	**	**	**	**	**	**	**	**	**	**	35 51%	**	**	**	**	37 51%	**	53 52%	**
Fairly happy	43 36%	**	**	**	**	**	**	**	**	**	**	24 35%	**	**	**	**	27 38%	**	35 34%	**
TOTAL HAPPY	103 87%	**	**	**	**	**	**	**	**	**	**	59 86%	**	**	**	**	63 89%	**	87 86%	**
Fairly unhappy	8 7%	**	**	**	**	**	**	**	**	**	**	4 6%	**	**	**	**	4 5%	**	7 7%	**
Very unhappy	8 7%	**	**	**	**	**	**	**	**	**	**	5 8%	**	**	**	**	4 6%	**	7 6%	**
TOTAL UNHAPPY	16 13%	**	**	**	**	**	**	**	**	**	**	9 14%	**	**	**	**	8 11%	**	14 14%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 152**

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

**Q133. Which of the following best describes how you feel about your decision to switch fixed broadband service provider? Would you say you are...**  
**by BROADBAND CROSS-BREAKS**

Base : Those who have changed their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	207	182	11	12	2	51	51	33	22
Effective Weighted Sample	195	172	10	11	2	48	48	31	21
Total	119	105	6	7	1	29	29	20	12
Very happy	60	51	**	**	**	**	**	**	**
	50%	49%	**	**	**	**	**	**	**
Fairly happy	43	40	**	**	**	**	**	**	**
	36%	38%	**	**	**	**	**	**	**
TOTAL HAPPY	103	91	**	**	**	**	**	**	**
	87%	87%	**	**	**	**	**	**	**
Fairly unhappy	8	7	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**
Very unhappy	8	6	**	**	**	**	**	**	**
	7%	6%	**	**	**	**	**	**	**
TOTAL UNHAPPY	16	13	**	**	**	**	**	**	**
	13%	13%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 153**

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

**Q140. Which of the following best describes how you feel about your decision NOT to switch fixed broadband service provider? Would you say you are...**  
by BROADBAND CROSS-BREAKS

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	STANDAL ONE								
Significance Level: 95%		~a	~b	~c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	
Unweighted total	178	-	10	23	145	138	40	91	87	-	69	69	22	18	15	74	65	65	-	-	
Effective Weighted Sample	169	-	9	22	138	131	38	87	83	-	66	66	21	17	14	70	62	62	-	-	
Total	108	-	6	14	88	83	24	53	55	-	40	43	13	12	9	43	38	40	-	-	
Very happy	17	**	**	**	12	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	16%	**	**	**	14%	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Fairly happy	45	**	**	**	35	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	42%	**	**	**	39%	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTAL HAPPY	62	**	**	**	47	47	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	57%	**	**	**	53%	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Fairly unhappy	24	**	**	**	23	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	22%	**	**	**	26%	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Very unhappy	9	**	**	**	7	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	8%	**	**	**	7%	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTAL UNHAPPY	33	**	**	**	29	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	30%	**	**	**	33%	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	13	**	**	**	12	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	12%	**	**	**	14%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 153**

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

**Q140. Which of the following best describes how you feel about your decision NOT to switch fixed broadband service provider? Would you say you are...**  
by **BROADBAND CROSS-BREAKS**

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	178	7	75	69	23	27	4	42	74	62	90	88	59	65	32	22	124	54	139	39
Effective Weighted Sample	169	7	73	66	22	26	4	41	71	59	86	83	58	62	31	21	119	51	132	37
Total	108	4	51	40	10	12	2	29	48	31	56	51	42	36	15	15	78	30	84	23
Very happy	17 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15 19%	**	14 17%	**
Fairly happy	45 42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32 41%	**	33 39%	**
TOTAL HAPPY	62 57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47 60%	**	47 56%	**
Fairly unhappy	24 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14 18%	**	22 26%	**
Very unhappy	9 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6 8%	**	7 8%	**
TOTAL UNHAPPY	33 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21 27%	**	29 34%	**
Don't know	13 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10 13%	**	9 10%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 153**

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

**Q140. Which of the following best describes how you feel about your decision NOT to switch fixed broadband service provider? Would you say you are...**  
by BROADBAND CROSS-BREAKS

Base : Those who have considered changing their internet service provider in the last 12 months

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	178	157	10	11	-	42	51	40	23
Effective Weighted Sample	169	149	9	10	-	40	49	38	22
Total	108	96	6	6	-	26	30	25	13
Very happy	17	15	**	**	**	**	**	**	**
	16%	16%	**	**	**	**	**	**	**
Fairly happy	45	42	**	**	**	**	**	**	**
	42%	44%	**	**	**	**	**	**	**
TOTAL HAPPY	62	57	**	**	**	**	**	**	**
	57%	60%	**	**	**	**	**	**	**
Fairly unhappy	24	21	**	**	**	**	**	**	**
	22%	21%	**	**	**	**	**	**	**
Very unhappy	9	7	**	**	**	**	**	**	**
	8%	7%	**	**	**	**	**	**	**
TOTAL UNHAPPY	33	28	**	**	**	**	**	**	**
	30%	29%	**	**	**	**	**	**	**
Don't know	13	11	**	**	**	**	**	**	**
	12%	12%	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 154**

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

**Q19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (FIXED BROADBAND PROVIDER)? They are the best internet service provider on the market. IF NECESSARY - Do you...**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDALONE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	STANDALONE							
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Agree strongly	168	2	-	124	43	142	26	83	85	21	69	73	14	12	15	67	43	90	**	18
	19%	1%	-%	45%	18%	21%	14%	18%	20%	18%	19%	22%	14%	15%	17%	18%	16%	23%	**	21%
				abd	ab	f						l					p			
Agree slightly	254	5	152	20	76	203	51	144	110	34	116	87	28	22	28	116	73	117	**	19
	29%	2%	96%	7%	32%	29%	28%	31%	26%	29%	32%	26%	28%	27%	31%	32%	28%	30%	**	21%
			acd	a	ac			h			k									
TOTAL AGREE	422	7	152	144	119	345	77	227	195	55	185	160	42	35	43	182	116	208	**	37
	48%	3%	96%	52%	50%	50%	42%	50%	47%	47%	52%	48%	42%	42%	48%	50%	44%	54%	**	43%
			acd	a	a	f					lm						p			
Neither	226	108	1	74	42	168	58	121	105	33	84	83	37	22	25	95	65	93	**	25
	26%	53%	1%	27%	18%	24%	32%	26%	25%	28%	23%	25%	37%	26%	27%	26%	25%	24%	**	29%
		bcd		bd	b		e						jkm							
Disagree slightly	75	25	1	21	29	63	13	40	36	10	34	29	6	7	10	29	28	30	**	9
	9%	12%	1%	7%	12%	9%	7%	9%	9%	9%	9%	9%	6%	9%	11%	8%	11%	8%	**	10%
		bc		b	bc															
Disagree strongly	71	11	1	24	34	55	16	39	32	13	31	24	8	8	7	32	26	26	**	11
	8%	6%	1%	9%	15%	8%	9%	9%	8%	11%	9%	7%	8%	9%	8%	9%	10%	7%	**	13%
		b		b	abc												q			
TOTAL DISAGREE	146	36	3	45	63	117	29	79	68	23	65	53	14	15	17	62	55	56	**	20
	17%	18%	2%	16%	27%	17%	16%	17%	16%	20%	18%	16%	14%	18%	19%	17%	21%	14%	**	23%
		b		b	abc												q			
Don't know	80	53	2	14	11	61	19	32	49	7	25	37	7	12	6	26	27	29	**	5
	9%	26%	1%	5%	5%	9%	10%	7%	12%	6%	7%	11%	7%	14%	6%	7%	10%	8%	**	6%
		bcd		b	b				gi			j		jl						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 154**

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

**Q19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (FIXED BROADBAND PROVIDER)? They are the best internet service provider on the market. IF NECESSARY - Do you...**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Agree strongly	168 19%	** **	84 21%	56 19%	16 19%	24 19%	** **	41 19%	77 20%	50 19%	84 19%	85 20%	48 17%	50 18%	31 21%	39 23%	98 18%	70 22%	152 20%	17 15%
Agree slightly	254 29%	** **	124 31% de	85 28%	18 22%	30 24%	** **	67 31% i	123 31% i	63 24%	131 30%	122 28%	80 29%	84 30%	41 28%	49 29%	164 29%	90 28%	222 29%	31 27%
TOTAL AGREE	422 48%	** **	207 51% de	141 46%	34 41%	54 43%	** **	109 51% i	200 51% i	113 42%	215 48%	207 48%	127 46%	134 48%	72 49%	88 52%	262 47%	160 50%	374 49%	48 42%
Neither	226 26%	** **	94 23%	86 28%	20 25%	33 26%	** **	55 25%	96 25%	75 28%	117 26%	109 25%	79 28% o	69 25%	41 28%	37 21%	148 27%	78 24%	203 27% s	23 20%
Disagree slightly	75 9%	** **	37 9%	23 8%	10 12% c	12 9%	** **	24 11%	29 7%	22 8%	41 9%	34 8%	24 9%	21 8%	14 9%	16 9%	45 8%	30 9%	63 8%	12 11%
Disagree strongly	71 8%	** **	37 9% e	24 8%	6 7%	7 5%	** **	20 9%	34 9%	18 7%	35 8%	36 8%	19 7%	25 9%	11 7%	16 10%	44 8%	27 9%	56 7%	15 13% r
TOTAL DISAGREE	146 17%	** **	74 18%	47 15%	16 20%	18 15%	** **	44 20% i	63 16%	40 15%	77 17%	70 16%	43 16%	46 17%	25 17%	32 19%	89 16%	57 18%	119 16%	27 24% r
Don't know	80 9%	** **	28 7%	30 10%	12 15% b	21 17% bc	** **	8 4%	32 8% g	40 15% gh	35 8%	45 10%	29 10%	28 10%	10 7%	14 8%	57 10%	23 7%	64 8%	17 15% r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 154**

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

**Q119a. Could you please tell me the extent to which you agree or disagree with this statement regarding (FIXED BROADBAND PROVIDER)? They are the best internet service provider on the market. IF NECESSARY - Do you... by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Agree strongly	168	138	21	**	**	41	38	59	12
	19%	19%	31% a	**	**	17%	17%	28% efh	14%
Agree slightly	254	222	16	**	**	89	61	51	24
	29%	30%	24%	**	**	36% fgh	27%	25%	27%
TOTAL AGREE	422	360	36	**	**	130	99	110	36
	48%	48%	55%	**	**	53% fh	44%	53% fh	41%
Neither	226	191	15	**	**	61	62	56	21
	26%	26%	22%	**	**	25%	28%	27%	24%
Disagree slightly	75	66	6	**	**	19	16	15	14
	9%	9%	8%	**	**	8%	7%	7%	16% efg
Disagree strongly	71	58	6	**	**	15	22	13	11
	8%	8%	10%	**	**	6%	10% e	6%	12% eg
TOTAL DISAGREE	146	124	12	**	**	33	39	28	25
	17%	17%	18%	**	**	14%	17%	14%	28% efg
Don't know	80	69	3	**	**	20	24	13	6
	9%	9%	5%	**	**	8%	11% g	6%	7%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INTER-				SIMPLE	STAND-			LAST	BUNDLE	BUNDLE	STANDAL	STANDAL						
		INACT-	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	12 MONTHS	SWITCHES	NON-SWITCHERS	ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
	Total	a	~b	~c	~d	e	~f	g	h	~i	j	k	~l	~m	~n	o	p	q	~r	~s
Significance Level: 95%																				
Unweighted total	387	326	-	61	-	309	78	145	242	-	119	190	26	52	31	114	131	158	-	-
Effective Weighted Sample	362	305	-	57	-	290	72	135	227	-	111	179	24	48	29	106	123	149	-	-
Total	217	182	-	34	-	173	44	83	134	-	67	106	15	28	19	63	71	91	-	-
Prefer to stay with trusted/ known provider	85	69	**	**	**	69	**	32	54	**	25	44	**	**	**	24	33	30	**	**
	39%	38%	**	**	**	40%	**	38%	40%	**	37%	42%	**	**	**	38%	47% q	33%	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	39	35	**	**	**	33	**	15	24	**	11	22	**	**	**	11	7	24	**	**
	18%	19%	**	**	**	19%	**	18%	18%	**	16%	20%	**	**	**	17%	10% p	27%	**	**
Too busy/ don't have time to research the options	24	19	**	**	**	20	**	12	12	**	11	9	**	**	**	10	8	11	**	**
	11%	11%	**	**	**	12%	**	15%	9%	**	17% k	9%	**	**	**	16%	11%	12%	**	**
Too much hassle to set up the new service	23	21	**	**	**	19	**	7	15	**	7	12	**	**	**	6	6	10	**	**
	11%	12%	**	**	**	11%	**	9%	11%	**	10%	11%	**	**	**	9%	9%	12%	**	**
Difficult to make comparisons between providers	18	17	**	**	**	16	**	6	12	**	5	12	**	**	**	5	8	8	**	**
	8%	9%	**	**	**	9%	**	7%	9%	**	7%	11%	**	**	**	8%	11%	9%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	NON-SWITCHERS	STANDALONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	~b	~c	~d	e	~f	g	h	~i	j	k	~l	~m	~n	o	p	q	~r	~s
Significance Level: 95%																				
Unweighted total	387	326	-	61	-	309	78	145	242	-	119	190	26	52	31	114	131	158	-	-
Effective Weighted Sample	362	305	-	57	-	290	72	135	227	-	111	179	24	48	29	106	123	149	-	-
Total	217	182	-	34	-	173	44	83	134	-	67	106	15	28	19	63	71	91	-	-
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	17	14	**	**	**	13	**	8	9	**	7	6	**	**	**	4	3	8	**	**
	8%	8%	**	**	**	7%	**	9%	7%	**	10%	5%	**	**	**	6%	5%	9%	**	**
No/ not enough difference between providers	16	15	**	**	**	15	**	6	10	**	6	9	**	**	**	5	7	8	**	**
	8%	8%	**	**	**	9%	**	8%	8%	**	9%	9%	**	**	**	7%	9%	8%	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	13	10	**	**	**	12	**	7	6	**	7	5	**	**	**	6	3	8	**	**
	6%	6%	**	**	**	7%	**	8%	4%	**	10%	5%	**	**	**	10%	4%	9%	**	**
Tied to fixed length contract with my current provider	12	11	**	**	**	8	**	5	7	**	4	4	**	**	**	5	3	4	**	**
	6%	6%	**	**	**	5%	**	6%	5%	**	5%	4%	**	**	**	7%	4%	5%	**	**
It's too time consuming to go through the process of switching from one provider to another	8	7	**	**	**	7	**	2	6	**	2	6	**	**	**	1	2	4	**	**
	4%	4%	**	**	**	4%	**	2%	5%	**	2%	5%	**	**	**	2%	3%	5%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED															
Significance Level: 95%																				
Unweighted total	387	326	-	61	-	309	78	145	242	-	119	190	26	52	31	114	131	158	-	-
Effective Weighted Sample	362	305	-	57	-	290	72	135	227	-	111	179	24	48	29	106	123	149	-	-
Total	217	182	-	34	-	173	44	83	134	-	67	106	15	28	19	63	71	91	-	-
Didn't want to get locked into a fixed contract with new provider	8	8	**	**	**	6	**	3	5	**	2	4	**	**	**	2	3	3	**	**
	4%	4%	**	**	**	3%	**	4%	3%	**	3%	3%	**	**	**	3%	4%	3%	**	**
Shopping around for a new provider is too much of a hassle or a chore	7	6	**	**	**	7	**	3	4	**	3	4	**	**	**	3	3	3	**	**
	3%	3%	**	**	**	4%	**	4%	3%	**	4%	4%	**	**	**	5%	5%	4%	**	**
Too big a risk that something will go wrong in the transition/ switch from one provider to another	7	6	**	**	**	5	**	2	4	**	1	4	**	**	**	1	1	4	**	**
	3%	3%	**	**	**	3%	**	3%	3%	**	2%	4%	**	**	**	2%	2%	4%	**	**
Don't live in a cabled street/ can't get cable telephone where I live	5	5	**	**	**	4	**	2	3	**	2	2	**	**	**	1	3	1	**	**
	2%	3%	**	**	**	3%	**	3%	2%	**	3%	2%	**	**	**	1%	4%	1%	**	**
I don't want to change my email address	4	3	**	**	**	4	**	-	4	**	-	4	**	**	**	-	2	2	**	**
	2%	2%	**	**	**	2%	**	-%	3%	**	-%	3%	**	**	**	-%	2%	2%	**	**
									g			j								

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INTER-				SIMPLE	STAND-			LAST	BUNDLE	BUNDLE	STANDAL	STANDAL						
	Total	INACTIVE	PASSIVE	ESTED	ENGAGED	BUNDLE	ALONE	EVER	NEVER	12 MONTHS	SWITCHES	NON-SWITCHERS	ONE SWITCHES	ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	~b	~c	~d	e	~f	g	h	~i	j	k	~l	~m	~n	o	p	q	~r	~s
Significance Level: 95%																				
Unweighted total	387	326	-	61	-	309	78	145	242	-	119	190	26	52	31	114	131	158	-	-
Effective Weighted Sample	362	305	-	57	-	290	72	135	227	-	111	179	24	48	29	106	123	149	-	-
Total	217	182	-	34	-	173	44	83	134	-	67	106	15	28	19	63	71	91	-	-
Information available confusing / couldn't understand technical jargon	3 1%	3 2%	**	**	**	2 1%	**	1 2%	2 1%	**	* 1%	1 1%	**	**	**	1 2%	1 1%	1 1%	**	**
Have a minimum notice period	3 1%	1 1%	**	**	**	3 1%	**	3 3% h	* % h	**	3 4% k	- -% k	**	**	**	1 2%	1 2%	1 1%	**	**
Don't want to split up the bundle	2 1%	1 *%	**	**	**	2 1%	**	2 3% h	- -% h	**	2 3% k	- -% k	**	**	**	2 3%	- -% k	2 2%	**	**
Only provider in the area	2 1%	1 1%	**	**	**	1 1%	**	* 1%	1 1%	**	* 1%	1 1%	**	**	**	* 1%	- -% k	1 1%	**	**
Don't use broadband much	1 *%	1 1%	**	**	**	* *%	**	- -% h	1 1%	**	- -% k	* *%	**	**	**	- -% k	* 1%	- -% k	**	**
Not interested/ no reason/ not bothered/ happy enough	* *%	* *%	**	**	**	- -% h	**	- -% h	* *%	**	- -% k	- -% k	**	**	**	- -% k	- -% k	- -% k	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

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	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INTER-				SIMPLE	STAND-			LAST	BUNDLE	BUNDLE		STANDAL						
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE	NON-SWI	STANDAL	ONE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		a	~b	~c	~d	e	~f	g	h	~i	j	k	~l	~m	~n	o	p	q	~r	~s
Significance Level: 95%																				
Unweighted total	387	326	-	61	-	309	78	145	242	-	119	190	26	52	31	114	131	158	-	-
Effective Weighted Sample	362	305	-	57	-	290	72	135	227	-	111	179	24	48	29	106	123	149	-	-
Total	217	182	-	34	-	173	44	83	134	-	67	106	15	28	19	63	71	91	-	-
It's not clear what steps I would need to take to switch provider	*	*	**	**	**	*	**	-	*	**	-	*	**	**	**	-	-	*	**	**
	%	%	**	**	**	%	**	-%	%	**	-%	%	**	**	**	-%	-%	1%	**	**
Other	2	1	**	**	**	1	**	-	2	**	-	1	**	**	**	-	1	-	**	**
	1%	1%	**	**	**	%	**	-%	1%	**	-%	1%	**	**	**	-%	1%	-%	**	**
STAY WITH TRUSTED PROVIDER	85	69	**	**	**	69	**	32	54	**	25	44	**	**	**	24	33	30	**	**
	39%	38%	**	**	**	40%	**	38%	40%	**	37%	42%	**	**	**	38%	47%	33%	**	**
HASSLE	53	46	**	**	**	44	**	20	33	**	18	26	**	**	**	16	18	23	**	**
	24%	25%	**	**	**	25%	**	24%	25%	**	26%	25%	**	**	**	25%	25%	26%	**	**
TERMS AND CONDITIONS	44	36	**	**	**	33	**	21	24	**	17	17	**	**	**	14	12	20	**	**
	20%	20%	**	**	**	19%	**	25%	18%	**	25%	16%	**	**	**	22%	17%	21%	**	**
NO COST BENEFIT	39	35	**	**	**	33	**	15	24	**	11	22	**	**	**	11	7	24	**	**
	18%	19%	**	**	**	19%	**	18%	18%	**	16%	20%	**	**	**	17%	10%	27%	**	**
CLARITY OF INFORMATION	20	19	**	**	**	18	**	7	14	**	5	13	**	**	**	6	9	9	**	**
	9%	11%	**	**	**	11%	**	8%	10%	**	7%	13%	**	**	**	9%	12%	10%	**	**
NO BENEFIT/ INCENTIVE	17	15	**	**	**	16	**	6	11	**	6	10	**	**	**	5	7	8	**	**
	8%	8%	**	**	**	9%	**	8%	8%	**	9%	9%	**	**	**	7%	10%	8%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							RS	K	RS	RS						
Significance Level: 95%	a	~b	~c	~d	e	~f	g	h	~i	j	k	~l	~m	~n	o	p	q	~r	~s		
Unweighted total	387	326	-	61	-	309	78	145	242	-	119	190	26	52	31	114	131	158	-	-	
Effective Weighted Sample	362	305	-	57	-	290	72	135	227	-	111	179	24	48	29	106	123	149	-	-	
Total	217	182	-	34	-	173	44	83	134	-	67	106	15	28	19	63	71	91	-	-	
PROVIDER SATISFACTION	13	11	**	**	**	12	**	7	6	**	7	5	**	**	**	6	3	8	**	**	
	6%	6%	**	**	**	7%	**	8%	5%	**	10%	5%	**	**	**	10%	4%	9%	**	**	
SERVICE AVAILABILITY	7	6	**	**	**	6	**	3	4	**	3	3	**	**	**	1	3	2	**	**	
	3%	3%	**	**	**	3%	**	3%	3%	**	4%	3%	**	**	**	2%	4%	2%	**	**	
RISK	7	6	**	**	**	5	**	2	4	**	1	4	**	**	**	1	1	4	**	**	
	3%	3%	**	**	**	3%	**	3%	3%	**	2%	4%	**	**	**	2%	2%	4%	**	**	
Don't know	12	10	**	**	**	8	**	4	8	**	2	5	**	**	**	3	4	2	**	**	
	5%	5%	**	**	**	4%	**	5%	6%	**	4%	5%	**	**	**	5%	6%	3%	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

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**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	l	m	~n	~o	p	q	r	~s
Unweighted total	387	12	121	156	64	98	34	58	149	180	187	200	105	126	84	72	231	156	344	43
Effective Weighted Sample	362	12	117	149	63	96	33	56	141	172	175	188	101	121	82	69	217	147	322	40
Total	217	8	84	82	28	43	15	40	91	86	107	109	72	64	37	43	136	81	193	23
Prefer to stay with trusted/ known provider	85	**	31	31	**	**	**	**	28	40	41	44	23	26	**	**	49	36	78	**
	39%	**	37%	38%	**	**	**	**	31%	47%	38%	40%	32%	41%	**	**	36%	45%	40%	**
										h										
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	39	**	13	14	**	**	**	**	17	17	20	19	12	11	**	**	23	16	38	**
	18%	**	16%	17%	**	**	**	**	18%	20%	19%	17%	16%	18%	**	**	17%	20%	20%	**
Too busy/ don't have time to research the options	24	**	12	10	**	**	**	**	14	8	10	14	11	5	**	**	16	9	23	**
	11%	**	14%	12%	**	**	**	**	16%	9%	10%	13%	15%	8%	**	**	11%	11%	12%	**
Too much hassle to set up the new service	23	**	5	12	**	**	**	**	6	14	12	11	9	7	**	**	15	7	19	**
	11%	**	6%	14%	**	**	**	**	7%	16%	11%	10%	12%	11%	**	**	11%	9%	10%	**
				b						h										
Difficult to make comparisons between providers	18	**	6	7	**	**	**	**	8	9	6	12	4	7	**	**	11	7	15	**
	8%	**	7%	8%	**	**	**	**	9%	11%	5%	11%	5%	11%	**	**	8%	9%	8%	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	17	**	10	2	**	**	**	**	5	3	8	10	8	4	**	**	12	5	14	**
	8%	**	12%	3%	**	**	**	**	6%	3%	7%	9%	11%	7%	**	**	9%	6%	7%	**
			c																	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	l	m	~n	~o	p	q	r	~s
Unweighted total	387	12	121	156	64	98	34	58	149	180	187	200	105	126	84	72	231	156	344	43
Effective Weighted Sample	362	12	117	149	63	96	33	56	141	172	175	188	101	121	82	69	217	147	322	40
Total	217	8	84	82	28	43	15	40	91	86	107	109	72	64	37	43	136	81	193	23
No/ not enough difference between providers	16	**	6	8	**	**	**	**	8	8	9	7	6	5	**	**	11	6	14	**
	8%	**	7%	9%	**	**	**	**	8%	9%	9%	6%	8%	8%	**	**	8%	7%	7%	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	13	**	4	7	**	**	**	**	6	5	7	6	5	5	**	**	10	3	12	**
	6%	**	5%	8%	**	**	**	**	7%	6%	6%	6%	6%	8%	**	**	7%	4%	6%	**
Tied to fixed length contract with my current provider	12	**	6	4	**	**	**	**	7	2	5	8	3	4	**	**	7	5	10	**
	6%	**	7%	5%	**	**	**	**	8%	2%	4%	7%	5%	6%	**	**	5%	6%	5%	**
									i											
It's too time consuming to go through the process of switching from one provider to another	8	**	4	4	**	**	**	**	3	3	3	6	3	2	**	**	5	3	8	**
	4%	**	5%	5%	**	**	**	**	4%	3%	2%	5%	4%	4%	**	**	4%	4%	4%	**
Didn't want to get locked into a fixed contract with new provider	8	**	3	4	**	**	**	**	3	3	5	3	4	1	**	**	6	2	8	**
	4%	**	4%	5%	**	**	**	**	4%	3%	5%	3%	6%	2%	**	**	4%	3%	4%	**
Shopping around for a new provider is too much of a hassle or a chore	7	**	-	5	**	**	**	**	2	5	4	3	3	2	**	**	5	2	7	**
	3%	**	-%	6%	**	**	**	**	2%	6%	4%	3%	4%	4%	**	**	4%	2%	3%	**
				b																

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	l	m	~n	~o	p	q	r	~s
Unweighted total	387	12	121	156	64	98	34	58	149	180	187	200	105	126	84	72	231	156	344	43
Effective Weighted Sample	362	12	117	149	63	96	33	56	141	172	175	188	101	121	82	69	217	147	322	40
Total	217	8	84	82	28	43	15	40	91	86	107	109	72	64	37	43	136	81	193	23
Too big a risk that something will go wrong in the transition/ switch from one provider to another	7 3%	** **	2 2%	4 5%	** **	** **	** **	** **	3 3%	2 3%	4 3%	3 3%	3 4%	2 3%	** **	** **	5 4%	1 2%	7 4%	** **
Don't live in a cabled street/ can't get cable telephone where I live	5 2%	** **	2 3%	1 1%	** **	** **	** **	** **	3 3%	1 1%	1 1%	4 4%	2 3%	1 2%	** **	** **	3 2%	2 2%	4 2%	** **
I don't want to change my email address	4 2%	** **	* 1%	3 4%	** **	** **	** **	** **	1 1%	3 3%	2 2%	2 2%	1 2%	1 1%	** **	** **	2 2%	2 2%	3 2%	** **
Information available confusing / couldn't understand technical jargon	3 1%	** **	- -%	1 1%	** **	** **	** **	** **	1 1%	3 3%	1 1%	2 2%	1 1%	1 1%	** **	** **	2 1%	1 2%	3 2%	** **
Have a minimum notice period	3 1%	** **	2 2%	1 1%	** **	** **	** **	** **	2 2%	* -%	2 2%	1 1%	2 2%	* 1%	** **	** **	2 1%	1 1%	3 2%	** **
Don't want to split up the bundle	2 1%	** **	1 1%	1 2%	** **	** **	** **	** **	2 2%	- -%	1 1%	1 1%	1 2%	- -%	** **	** **	1 1%	1 1%	2 1%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	l	m	~n	~o	p	q	r	~s
Unweighted total	387	12	121	156	64	98	34	58	149	180	187	200	105	126	84	72	231	156	344	43
Effective Weighted Sample	362	12	117	149	63	96	33	56	141	172	175	188	101	121	82	69	217	147	322	40
Total	217	8	84	82	28	43	15	40	91	86	107	109	72	64	37	43	136	81	193	23
Only provider in the area	2	**	-	2	**	**	**	**	2	-	2	-	1	*	**	**	1	1	-	**
	1%	**	-%	2%	**	**	**	**	2%	-%	2%	-%	1%	1%	**	**	1%	1%	-%	**
Don't use broadband much	1	**	-	-	**	**	**	**	-	1	1	*	1	-	**	**	1	*	1	**
	*%	**	-%	-%	**	**	**	**	-%	1%	1%	*%	1%	-%	**	**	*%	*%	*%	**
Not interested/ no reason/ not bothered/ happy enough	*	**	-	*	**	**	**	**	-	*	*	-	-	*	**	**	*	-	*	**
	*%	**	-%	1%	**	**	**	**	-%	1%	*%	-%	-%	1%	**	**	*%	-%	*%	**
It's not clear what steps I would need to take to switch provider	*	**	-	*	**	**	**	**	-	*	-	*	-	*	**	**	*	-	-	**
	*%	**	-%	1%	**	**	**	**	-%	1%	-%	*%	-%	1%	**	**	*%	-%	-%	**
Other	2	**	2	-	**	**	**	**	2	-	2	-	1	-	**	**	1	1	2	**
	1%	**	2%	-%	**	**	**	**	2%	-%	2%	-%	2%	-%	**	**	1%	1%	1%	**
								i												
STAY WITH TRUSTED PROVIDER	85	**	31	31	**	**	**	**	28	40	41	44	23	26	**	**	49	36	78	**
	39%	**	37%	38%	**	**	**	**	31%	47%	38%	40%	32%	41%	**	**	36%	45%	40%	**
									h											
HASSLE	53	**	19	23	**	**	**	**	23	23	25	28	21	13	**	**	35	18	47	**
	24%	**	23%	27%	**	**	**	**	25%	27%	23%	25%	30%	21%	**	**	25%	23%	24%	**
TERMS AND CONDITIONS	44	**	21	15	**	**	**	**	21	11	21	23	19	11	**	**	30	15	38	**
	20%	**	25%	18%	**	**	**	**	23%	12%	20%	21%	26%	17%	**	**	22%	18%	20%	**
									i											

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	l	m	~n	~o	p	q	r	~s
Unweighted total	387	12	121	156	64	98	34	58	149	180	187	200	105	126	84	72	231	156	344	43
Effective Weighted Sample	362	12	117	149	63	96	33	56	141	172	175	188	101	121	82	69	217	147	322	40
Total	217	8	84	82	28	43	15	40	91	86	107	109	72	64	37	43	136	81	193	23
NO COST BENEFIT	39	**	13	14	**	**	**	**	17	17	20	19	12	11	**	**	23	16	38	**
	18%	**	16%	17%	**	**	**	**	18%	20%	19%	17%	16%	18%	**	**	17%	20%	20%	**
CLARITY OF INFORMATION	20	**	6	7	**	**	**	**	9	11	7	14	5	7	**	**	12	8	18	**
	9%	**	7%	9%	**	**	**	**	10%	13%	6%	12%	7%	11%	**	**	9%	10%	9%	**
												j								
NO BENEFIT/ INCENTIVE	17	**	6	8	**	**	**	**	8	8	10	7	6	5	**	**	11	6	15	**
	8%	**	7%	9%	**	**	**	**	8%	10%	9%	7%	9%	8%	**	**	8%	7%	8%	**
PROVIDER SATISFACTION	13	**	4	7	**	**	**	**	6	6	7	6	5	6	**	**	10	3	13	**
	6%	**	5%	9%	**	**	**	**	7%	7%	7%	6%	6%	9%	**	**	7%	4%	7%	**
SERVICE AVAILABILITY	7	**	2	3	**	**	**	**	4	1	3	4	3	2	**	**	4	3	4	**
	3%	**	3%	4%	**	**	**	**	5%	1%	3%	4%	4%	2%	**	**	3%	3%	2%	**
									i											
RISK	7	**	2	4	**	**	**	**	3	2	4	3	3	2	**	**	5	1	7	**
	3%	**	2%	5%	**	**	**	**	3%	3%	3%	3%	4%	3%	**	**	4%	2%	4%	**
Don't know	12	**	5	4	**	**	**	**	5	6	6	6	3	5	**	**	8	4	12	**
	5%	**	6%	4%	**	**	**	**	5%	6%	5%	5%	4%	8%	**	**	6%	5%	6%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h
Unweighted total	387	313	36	20	18	104	107	88	41
Effective Weighted Sample	362	293	34	19	17	97	99	83	39
Total	217	175	21	11	10	61	59	50	22
Prefer to stay with trusted/ known provider	85	67	**	**	**	20	29	**	**
	39%	38%	**	**	**	34%	49% e	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	39	36	**	**	**	10	11	**	**
	18%	21%	**	**	**	16%	19%	**	**
Too busy/ don't have time to research the options	24	14	**	**	**	9	8	**	**
	11%	8%	**	**	**	14%	14%	**	**
Too much hassle to set up the new service	23	16	**	**	**	7	8	**	**
	11%	9%	**	**	**	11%	13%	**	**
Difficult to make comparisons between providers	18	12	**	**	**	5	8	**	**
	8%	7%	**	**	**	8%	13%	**	**
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	17	15	**	**	**	8	1	**	**
	8%	9%	**	**	**	13% f	2%	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h
Unweighted total	387	313	36	20	18	104	107	88	41
Effective Weighted Sample	362	293	34	19	17	97	99	83	39
Total	217	175	21	11	10	61	59	50	22
No/ not enough difference between providers	16	8	**	**	**	6	2	**	**
	8%	5%	**	**	**	10%	4%	**	**
Problems/ issues with current provider not sufficiently bad/ frequent to switch	13	9	**	**	**	2	2	**	**
	6%	5%	**	**	**	3%	4%	**	**
Tied to fixed length contract with my current provider	12	9	**	**	**	4	2	**	**
	6%	5%	**	**	**	6%	4%	**	**
It's too time consuming to go through the process of switching from one provider to another	8	6	**	**	**	2	2	**	**
	4%	3%	**	**	**	2%	4%	**	**
Didn't want to get locked into a fixed contract with new provider	8	5	**	**	**	2	3	**	**
	4%	3%	**	**	**	2%	5%	**	**
Shopping around for a new provider is too much of a hassle or a chore	7	5	**	**	**	*	3	**	**
	3%	3%	**	**	**	1%	5%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h
Unweighted total	387	313	36	20	18	104	107	88	41
Effective Weighted Sample	362	293	34	19	17	97	99	83	39
Total	217	175	21	11	10	61	59	50	22
Too big a risk that something will go wrong in the transition/ switch from one provider to another	7 3%	4 2%	**	**	**	2 3%	2 3%	**	**
Don't live in a cabled street/ can't get cable telephone where I live	5 2%	4 3%	**	**	**	2 2%	2 4%	**	**
I don't want to change my email address	4 2%	2 1%	**	**	**	* 1%	1 2%	**	**
Information available confusing / couldn't understand technical jargon	3 1%	3 2%	**	**	**	1 1%	- -%	**	**
Have a minimum notice period	3 1%	2 1%	**	**	**	1 1%	* 1%	**	**
Don't want to split up the bundle	2 1%	1 1%	**	**	**	1 2%	- -%	**	**
Only provider in the area	2 1%	2 1%	**	**	**	- -%	1 1%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h
Unweighted total	387	313	36	20	18	104	107	88	41
Effective Weighted Sample	362	293	34	19	17	97	99	83	39
Total	217	175	21	11	10	61	59	50	22
Don't use broadband much	1	*	**	**	**	-	-	**	**
	*%	*%	**	**	**	-%	-%	**	**
Not interested/ no reason/ not bothered/ happy enough	*	*	**	**	**	-	-	**	**
	*%	*%	**	**	**	-%	-%	**	**
It's not clear what steps I would need to take to switch provider	*	*	**	**	**	-	-	**	**
	*%	*%	**	**	**	-%	-%	**	**
Other	2	2	**	**	**	-	-	**	**
	1%	1%	**	**	**	-%	-%	**	**
STAY WITH TRUSTED PROVIDER	85	67	**	**	**	20	29	**	**
	39%	38%	**	**	**	34%	49%	**	**
HASSLE	53	35	**	**	**	15	16	**	**
	24%	20%	**	**	**	25%	28%	**	**
TERMS AND CONDITIONS	44	33	**	**	**	16	8	**	**
	20%	19%	**	**	**	26%	13%	**	**
NO COST BENEFIT	39	36	**	**	**	10	11	**	**
	18%	21%	**	**	**	16%	19%	**	**
CLARITY OF INFORMATION	20	14	**	**	**	5	8	**	**
	9%	8%	**	**	**	9%	13%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 155**

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

**Q19d. Why are you not interested in changing the company that provides your fixed broadband service?  
by BROADBAND CROSS-BREAKS**

Base : Those who are not interested in a new fixed broadband provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	e	f	~g	~h
Unweighted total	387	313	36	20	18	104	107	88	41
Effective Weighted Sample	362	293	34	19	17	97	99	83	39
Total	217	175	21	11	10	61	59	50	22
NO BENEFIT/ INCENTIVE	17	9	**	**	**	6	2	**	**
	8%	5%	**	**	**	10%	4%	**	**
PROVIDER SATISFACTION	13	9	**	**	**	2	2	**	**
	6%	5%	**	**	**	3%	4%	**	**
SERVICE AVAILABILITY	7	6	**	**	**	2	3	**	**
	3%	4%	**	**	**	2%	5%	**	**
RISK	7	4	**	**	**	2	2	**	**
	3%	2%	**	**	**	3%	3%	**	**
Don't know	12	12	**	**	**	4	3	**	**
	5%	7%	**	**	**	6%	4%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 156**

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

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH						
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE SWITCHES	NON-SWITCHERS	ONE SWITCHES	NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE		
				ESTED	ENGAGED							RS	TCHERS											RS	RS
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s							
Significance Level: 95%																									
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151					
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143					
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87					
Very easy	244	38	39	99	67	185	58	143	101	39	109	77	34	24	30	112	66	104	**	29					
	28%	19%	25%	36%	29%	27%	32%	31%	24%	33%	30%	23%	34%	29%	33%	31%	25%	27%	**	34%					
				abd	a			h		h	k		k												
Fairly easy	334	75	82	84	93	269	65	170	164	47	137	132	32	33	35	134	96	157	**	33					
	38%	37%	52%	30%	39%	39%	36%	37%	39%	40%	38%	40%	33%	39%	39%	37%	37%	41%	**	38%					
		c	acd		c																				
TOTAL EASY	578	113	122	183	160	454	124	313	265	86	246	208	67	57	65	246	162	261	**	63					
	66%	55%	77%	66%	68%	66%	68%	68%	64%	73%	69%	63%	67%	68%	72%	67%	62%	68%	**	72%					
			acd	a	a					h	k							p							
Fairly difficult	145	33	19	49	45	117	29	82	63	17	65	52	17	11	13	68	44	66	**	12					
	17%	16%	12%	18%	19%	17%	16%	18%	15%	14%	18%	16%	18%	13%	15%	19%	17%	17%	**	13%					
				b	b																				
Very difficult	75	20	5	27	23	64	11	38	37	9	29	36	9	1	8	30	30	32	**	8					
	9%	10%	3%	10%	10%	9%	6%	8%	9%	8%	8%	11%	10%	2%	9%	8%	12%	8%	**	9%					
		b		b	b						m	m	m												
TOTAL DIFFICULT	221	54	23	76	68	181	40	121	100	26	94	87	27	13	22	98	74	98	**	20					
	25%	26%	15%	27%	29%	26%	22%	26%	24%	22%	26%	26%	27%	15%	24%	27%	28%	25%	**	23%					
		b		b	b						m	m	m												
Don't know	76	37	13	19	7	56	20	25	51	6	19	37	6	14	4	21	26	27	**	5					
	9%	18%	8%	7%	3%	8%	11%	5%	12%	5%	5%	11%	6%	16%	4%	6%	10%	7%	**	5%					
		bcd	d	d					gi			jl		jl											
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																									

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 156**

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

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Very easy	244 28%	** **	125 31% de	87 29% de	16 19%	20 16%	** **	71 33% i	115 29% i	58 22%	129 29%	114 27%	71 25%	73 26%	39 26%	60 35% lmn	144 26%	99 31% p	208 27%	35 31%
Fairly easy	334 38%	** **	173 43% cde	107 35% de	22 27%	32 25%	** **	102 48% hi	148 38% i	84 31%	176 40%	158 37%	112 40% o	108 39% o	65 44% o	50 29%	220 39%	115 36%	301 40% s	33 29%
TOTAL EASY	578 66%	** **	299 74% cde	194 64% de	38 46%	52 41%	** **	173 81% hi	263 67% i	142 53%	306 69% k	272 63%	182 65%	181 65%	104 70%	110 65%	364 65%	214 67%	509 67% s	69 60%
Fairly difficult	145 17%	** **	60 15%	52 17%	16 20%	27 21% b	** **	25 12%	72 18% g	48 18% g	66 15%	80 19%	49 18%	46 16%	22 15%	29 17%	95 17%	51 16%	121 16%	25 21%
Very difficult	75 9%	** **	22 5%	35 11% b	14 17% b	19 15% b	** **	9 4%	30 8% g	37 14% gh	37 8%	38 9%	27 10% n	28 10% n	7 4%	14 8%	55 10% q	20 6%	65 9%	10 9%
TOTAL DIFFICULT	221 25%	** **	82 20%	87 29% b	30 37% bc	45 36% bc	** **	34 16%	102 26% g	85 32% gh	103 23%	118 27%	77 27% n	73 26% n	28 19%	43 25%	150 27% q	71 22%	186 25%	34 30%
Don't know	76 9%	** **	23 6%	23 7%	15 18% bc	29 23% bc	** **	8 4%	27 7%	41 15% gh	36 8%	41 9%	20 7%	23 8%	16 11%	18 10%	43 8%	33 10%	64 8%	12 10%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 156**

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

**Q122. How easy or difficult do you think it is to make COST comparisons between different home internet service providers?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Very easy	244	207	22	**	**	68	57	60	28
	28%	28%	33%	**	**	28%	26%	29%	32%
Fairly easy	334	288	26	**	**	105	78	82	31
	38%	39%	39%	**	**	43%	35%	39%	36%
						f			
TOTAL EASY	578	495	48	**	**	172	135	142	59
	66%	66%	72%	**	**	70%	60%	68%	68%
						f		f	
Fairly difficult	145	126	7	**	**	38	37	40	12
	17%	17%	11%	**	**	15%	17%	19%	14%
Very difficult	75	61	4	**	**	15	22	18	9
	9%	8%	6%	**	**	6%	10%	9%	11%
						e			
TOTAL DIFFICULT	221	187	11	**	**	52	59	58	21
	25%	25%	17%	**	**	21%	26%	28%	24%
		b						e	
Don't know	76	62	7	**	**	20	30	9	7
	9%	8%	11%	**	**	8%	13%	4%	8%
						g	eg		

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 157**

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

**Q125. And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home fixed broadband service providers?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INACT- TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND- ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE		STANDAL		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
				ESTED	ENG- AGED							NON-SWI TCHERS	ONE SWITCHE	ONE NON SWITCHE							
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
Very easy	197	36	33	81	47	158	39	106	91	26	85	73	20	19	26	80	54	88	**	20	
	23%	18%	21%	29% abd	20%	23%	21%	23%	22%	22%	24%	22%	21%	22%	29%	22%	21%	23%	**	23%	
Fairly easy	274	55	75	71	73	215	59	144	130	39	114	101	30	29	30	114	72	132	**	27	
	31%	27%	48% acd	26%	31%	31%	32%	31%	31%	33%	32%	30%	30%	34%	33%	31%	28%	34% p	**	32%	
TOTAL EASY	471	91	108	152	120	373	98	250	221	66	199	174	51	47	56	193	126	220	**	48	
	54%	45%	69% acd	55% a	51%	54%	54%	55%	53%	55%	56%	52%	51%	57%	62% o	53%	48%	57% p	**	55%	
Fairly difficult	150	35	23	45	46	124	26	85	65	18	71	53	14	12	11	74	45	73	**	13	
	17%	17%	15%	16%	20%	18%	14%	19%	16%	15%	20%	16%	14%	14%	12%	20% n	17%	19%	**	15%	
Very difficult	149	37	12	48	52	116	33	81	68	22	59	57	22	11	15	65	52	59	**	16	
	17%	18% b	8%	17% b	22% b	17%	18%	18%	16%	18%	16%	17%	22% m	13%	16%	18%	20% q	15%	**	18%	
TOTAL DIFFICULT	299	72	35	93	99	240	58	166	133	40	130	110	36	23	26	139	97	132	**	29	
	34%	35% b	22%	33% b	42% bc	35%	32%	36%	32%	33%	36% m	33%	36%	27%	29%	38% n	37%	34%	**	34%	
Don't know	105	41	14	32	17	78	26	43	62	14	29	49	13	13	8	32	40	35	**	10	
	12%	20% bcd	9%	12% d	7%	11%	14%	9%	15% g	11%	8%	15% j	13% j	16% j	9%	9%	15% q	9%	**	12%	
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 157**

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

**Q125. And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home fixed broadband service providers?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Very easy	197	**	102	68	12	16	**	58	92	48	114	83	59	63	33	43	122	76	175	22
	23%	**	25%	22%	14%	13%	**	27%	23%	18%	26%	19%	21%	23%	22%	25%	22%	24%	23%	19%
			de	de				i	i		k									
Fairly easy	274	**	146	86	18	27	**	79	130	65	140	134	86	92	55	42	177	97	239	36
	31%	**	36%	28%	21%	21%	**	37%	33%	24%	32%	31%	31%	33%	37%	25%	32%	30%	31%	31%
			cde	e				i	i					o	o					
TOTAL EASY	471	**	248	154	30	43	**	137	222	113	254	218	145	154	88	85	299	173	414	57
	54%	**	61%	51%	36%	34%	**	64%	57%	42%	57%	51%	52%	56%	59%	50%	54%	54%	54%	50%
			cde	de				hi	i		k				lo					
Fairly difficult	150	**	69	52	14	21	**	39	66	44	77	73	52	44	24	29	97	53	132	18
	17%	**	17%	17%	17%	17%	**	18%	17%	17%	17%	17%	19%	16%	17%	17%	17%	17%	17%	16%
Very difficult	149	**	51	66	20	29	**	22	66	61	68	81	53	46	16	33	99	50	125	24
	17%	**	13%	22%	24%	23%	**	10%	17%	23%	15%	19%	19%	16%	11%	20%	18%	16%	16%	21%
			b	b	b	b			g	gh			n	n		n				
TOTAL DIFFICULT	299	**	120	118	34	50	**	61	132	105	145	154	106	90	41	62	196	103	256	42
	34%	**	30%	39%	41%	40%	**	28%	34%	39%	33%	36%	38%	32%	28%	36%	35%	32%	34%	37%
			b	b	b	b			gh	gh			n			n				
Don't know	105	**	35	33	19	33	**	17	38	50	45	59	29	33	20	24	61	43	90	15
	12%	**	9%	11%	23%	26%	**	8%	10%	18%	10%	14%	10%	12%	13%	14%	11%	14%	12%	13%
					bc	bc				gh		j								

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 157**

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

**Q125. And how easy or difficult do you think it is to make BROADBAND SPEED comparisons between different home fixed broadband service providers?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Very easy	197	162	24	**	**	51	49	50	20
	23%	22%	36% a	**	**	21%	22%	24%	23%
Fairly easy	274	242	15	**	**	93	52	72	25
	31%	32% b	23%	**	**	38% f	23%	35% f	29%
TOTAL EASY	471	404	40	**	**	144	101	122	46
	54%	54%	59%	**	**	59% f	45%	59% f	53%
Fairly difficult	150	133	7	**	**	39	46	33	12
	17%	18%	11%	**	**	16%	20%	16%	14%
Very difficult	149	124	10	**	**	34	41	36	18
	17%	17%	16%	**	**	14%	18%	17%	21% e
TOTAL DIFFICULT	299	257	18	**	**	73	86	69	30
	34%	34%	27%	**	**	30%	38% e	33%	35%
Don't know	105	83	9	**	**	27	37	17	11
	12%	11%	14%	**	**	11%	16% eg	8%	12%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 158**

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

**Q126. Do you know the average speed of your broadband connection?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX					FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENG-AGED							RS	RS								
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
Yes	361	65	69	121	106	286	76	193	168	53	149	137	44	31	42	151	109	160	**	39	
	41%	32%	44%	44%	45%	41%	41%	42%	40%	45%	41%	41%	44%	38%	47%	41%	41%	41%	**	45%	
		a	a	a																	
No	514	139	88	157	130	406	107	266	248	66	210	196	55	52	48	214	154	227	**	48	
	59%	68%	56%	56%	55%	59%	59%	58%	60%	55%	59%	59%	56%	62%	53%	59%	59%	59%	**	55%	
		bcd																			
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 158**

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

**Q126. Do you know the average speed of your broadband connection?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Yes	361	**	180	128	26	35	**	94	168	98	233	128	130	119	57	55	249	112	315	46
	41%	**	45%	42%	31%	28%	**	44%	43%	37%	53%	30%	47%	43%	38%	33%	45%	35%	42%	40%
			de	de				i	i		k		no	o			q			
No	514	**	224	177	57	91	**	120	224	170	211	303	149	158	91	115	307	207	444	69
	59%	**	55%	58%	69%	72%	**	56%	57%	63%	47%	70%	53%	57%	62%	67%	55%	65%	58%	60%
					bc	bc				gh		j			l	lm		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 158**

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

**Q126. Do you know the average speed of your broadband connection?  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Yes	361	313	23	**	**	98	94	89	32
	41%	42%	34%	**	**	40%	42%	43%	36%
No	514	431	44	**	**	147	130	119	55
	59%	58%	66%	**	**	60%	58%	57%	64%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 159**

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

**Q127. How much choice do you think you have in terms of alternative broadband providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHERS	BUNDLE		STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	RS								
~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s			
Significance Level: 95%																					
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35	
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33	
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20	
Too much choice	29	**	**	**	**	**	29	15	14	**	**	**	15	14	**	13	**	**	**	**	
	16%	**	**	**	**	**	16%	16%	17%	**	**	**	16%	17%	**	16%	**	**	**	**	
About the right amount of choice	109	**	**	**	**	**	109	64	45	**	**	**	64	45	**	52	**	**	**	**	
	60%	**	**	**	**	**	60%	65%	54%	**	**	**	65%	54%	**	63%	**	**	**	**	
Too little choice	22	**	**	**	**	**	22	11	11	**	**	**	11	11	**	10	**	**	**	**	
	12%	**	**	**	**	**	12%	11%	14%	**	**	**	11%	14%	**	13%	**	**	**	**	
No choice	6	**	**	**	**	**	6	3	4	**	**	**	3	4	**	3	**	**	**	**	
	3%	**	**	**	**	**	3%	3%	4%	**	**	**	3%	4%	**	3%	**	**	**	**	
Don't know	16	**	**	**	**	**	16	6	9	**	**	**	6	9	**	4	**	**	**	**	
	8%	**	**	**	**	**	8%	6%	11%	**	**	**	6%	11%	**	5%	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 159**

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

**Q127. How much choice do you think you have in terms of alternative broadband providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	312	18	121	114	39	59	20	85	112	115	166	146	84	109	68	51	193	119	268	44
Effective Weighted Sample	293	18	117	109	38	58	20	82	107	109	156	137	82	104	66	49	183	111	252	41
Total	183	12	84	61	17	26	9	59	68	56	98	85	61	59	31	32	120	63	156	27
Too much choice	29	**	10	11	**	**	**	**	9	13	15	14	**	10	**	**	20	9	25	**
	16%	**	12%	19%	**	**	**	**	13%	23%	15%	17%	**	17%	**	**	17%	14%	16%	**
About the right amount of choice	109	**	57	34	**	**	**	**	45	25	59	51	**	35	**	**	69	40	98	**
	60%	**	68%	55%	**	**	**	**	66%	45%	60%	60%	**	59%	**	**	58%	64%	63%	**
			c						i											
Too little choice	22	**	10	8	**	**	**	**	6	8	15	8	**	7	**	**	16	7	16	**
	12%	**	12%	13%	**	**	**	**	9%	15%	15%	9%	**	12%	**	**	13%	11%	10%	**
No choice	6	**	3	2	**	**	**	**	3	2	2	4	**	3	**	**	5	1	4	**
	3%	**	4%	4%	**	**	**	**	4%	3%	2%	5%	**	5%	**	**	4%	2%	3%	**
Don't know	16	**	4	6	**	**	**	**	6	8	7	8	**	4	**	**	10	6	14	**
	8%	**	4%	9%	**	**	**	**	8%	14%	7%	10%	**	6%	**	**	8%	9%	9%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 159**

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

**Q127. How much choice do you think you have in terms of alternative broadband providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	f	~g	~h
Unweighted total	312	267	26	16	3	46	108	42	39
Effective Weighted Sample	293	250	24	15	3	44	101	39	37
Total	183	156	15	10	2	28	64	26	21
Too much choice	29	24	**	**	**	**	7	**	**
	16%	15%	**	**	**	**	11%	**	**
About the right amount of choice	109	98	**	**	**	**	43	**	**
	60%	62%	**	**	**	**	66%	**	**
Too little choice	22	18	**	**	**	**	7	**	**
	12%	12%	**	**	**	**	11%	**	**
No choice	6	6	**	**	**	**	3	**	**
	3%	4%	**	**	**	**	5%	**	**
Don't know	16	11	**	**	**	**	4	**	**
	8%	7%	**	**	**	**	7%	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 160**

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

**Q128. To what extent do you trust your broadband provider to ensure you are on the best deal for your needs?**  
by BROADBAND CROSS-BREAKS

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
		INACTIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE		STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
				ESTED	ENGAGED							NON-SWITCHERS	ONE SWITCHES							
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	~i	~j	~k	l	m	~n	o	~p	~q	~r	~s
Unweighted total	312	77	54	85	96	-	312	171	141	63	-	-	171	141	22	145	-	-	28	35
Effective Weighted Sample	293	71	51	80	91	-	293	161	132	60	-	-	161	132	21	137	-	-	26	33
Total	183	44	31	51	57	-	183	100	83	36	-	-	100	83	14	83	-	-	16	20
I trust them completely	32	**	**	**	**	**	32	17	14	**	**	**	17	14	**	15	**	**	**	**
	17%	**	**	**	**	**	17%	17%	17%	**	**	**	17%	17%	**	18%	**	**	**	**
I trust them a lot	47	**	**	**	**	**	47	24	22	**	**	**	24	22	**	21	**	**	**	**
	26%	**	**	**	**	**	26%	24%	27%	**	**	**	24%	27%	**	25%	**	**	**	**
I trust them a bit	60	**	**	**	**	**	60	34	26	**	**	**	34	26	**	28	**	**	**	**
	33%	**	**	**	**	**	33%	34%	32%	**	**	**	34%	32%	**	33%	**	**	**	**
I don't trust them at all	38	**	**	**	**	**	38	22	16	**	**	**	22	16	**	17	**	**	**	**
	21%	**	**	**	**	**	21%	22%	19%	**	**	**	22%	19%	**	21%	**	**	**	**
Don't know	7	**	**	**	**	**	7	3	4	**	**	**	3	4	**	2	**	**	**	**
	4%	**	**	**	**	**	4%	3%	5%	**	**	**	3%	5%	**	2%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 160**

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

**Q128. To what extent do you trust your broadband provider to ensure you are on the best deal for your needs?**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	312	18	121	114	39	59	20	85	112	115	166	146	84	109	68	51	193	119	268	44
Effective Weighted Sample	293	18	117	109	38	58	20	82	107	109	156	137	82	104	66	49	183	111	252	41
Total	183	12	84	61	17	26	9	59	68	56	98	85	61	59	31	32	120	63	156	27
I trust them completely	32	**	11	12	**	**	**	**	9	12	17	15	**	9	**	**	17	14	28	**
	17%	**	14%	20%	**	**	**	**	14%	21%	17%	17%	**	15%	**	**	14%	22%	18%	**
I trust them a lot	47	**	17	17	**	**	**	**	16	22	24	22	**	12	**	**	25	22	39	**
	26%	**	21%	28%	**	**	**	**	23%	39%	25%	26%	**	20%	**	**	21%	34%	25%	**
										h								p		
I trust them a bit	60	**	28	18	**	**	**	**	20	15	33	27	**	23	**	**	42	18	51	**
	33%	**	34%	29%	**	**	**	**	30%	26%	34%	32%	**	39%	**	**	35%	28%	33%	**
I don't trust them at all	38	**	23	13	**	**	**	**	19	7	20	18	**	13	**	**	30	8	30	**
	21%	**	27%	21%	**	**	**	**	28%	12%	20%	21%	**	21%	**	**	25%	13%	19%	**
									i								q			
Don't know	7	**	4	1	**	**	**	**	4	2	4	3	**	3	**	**	6	1	7	**
	4%	**	5%	1%	**	**	**	**	5%	3%	4%	4%	**	5%	**	**	5%	2%	4%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 160**

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

**Q128. To what extent do you trust your broadband provider to ensure you are on the best deal for your needs?**  
by **BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, not in a bundle of services, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	~b	~c	~d	~e	f	~g	~h
Unweighted total	312	267	26	16	3	46	108	42	39
Effective Weighted Sample	293	250	24	15	3	44	101	39	37
Total	183	156	15	10	2	28	64	26	21
I trust them completely	32	26	**	**	**	**	9	**	**
	17%	16%	**	**	**	**	14%	**	**
I trust them a lot	47	40	**	**	**	**	22	**	**
	26%	26%	**	**	**	**	34%	**	**
I trust them a bit	60	53	**	**	**	**	22	**	**
	33%	34%	**	**	**	**	34%	**	**
I don't trust them at all	38	32	**	**	**	**	10	**	**
	21%	20%	**	**	**	**	16%	**	**
Don't know	7	6	**	**	**	**	2	**	**
	4%	4%	**	**	**	**	2%	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 161**

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

**QT1. I'd like to talk with you about your television service - so the service that provides additional channels that you pay to receive. Firstly, can I check who pays the bills for your TV service, is it... by TV CROSS-BREAKS**

Base : Those responsible for the household Pay TV service

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE	STAND-	LAST 12			YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS			ERS	ITCHERS	ERS	ERS						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1083	225	199	371	280	736	347	496	579	104	1083	-	377	355	119	224	100	392	150	629	36	68
Effective Weighted Sample	1019	212	187	349	264	693	326	467	544	99	1019	-	355	334	112	210	95	369	142	594	34	65
Total	633	126	117	213	172	434	199	291	336	64	633	-	222	209	70	127	62	227	86	373	22	42
You	551	110	104	184	152	379	172	256	294	57	551	**	197	181	59	113	57	197	79	330	**	**
	87%	87%	89%	87%	89%	87%	86%	88%	87%	89%	87%	**	89%	87%	84%	89%	92%	87%	92%	88%	**	**
Another member of your household	77	16	13	29	20	52	25	35	42	7	77	**	24	28	11	14	5	29	7	41	**	**
	12%	13%	11%	13%	11%	12%	13%	12%	13%	11%	12%	**	11%	13%	16%	11%	8%	13%	8%	11%	**	**
Your company	1	-	-	-	-	1	-	-	-	-	1	**	-	-	-	-	-	-	-	1	**	**
	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	**	-%	-%	-%	-%	-%	-%	-%	*%	**	**
Someone else	4	-	-	-	-	2	2	-	-	-	4	**	-	-	-	-	-	-	-	2	**	**
	1%	-%	-%	-%	-%	*%	1%	-%	-%	-%	1%	**	-%	-%	-%	-%	-%	-%	-%	1%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 161**

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

**QT1. I'd like to talk with you about your television service - so the service that provides additional channels that you pay to receive. Firstly, can I check who pays the bills for your TV service, is it... by TV CROSS-BREAKS**

Base : Those responsible for the household Pay TV service

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1083	39	415	425	133	204	71	214	481	388	547	536	269	357	240	217	626	457	956	127
Effective Weighted Sample	1019	38	405	407	130	200	69	208	457	373	515	505	263	341	235	206	595	431	899	120
Total	633	25	292	225	59	91	32	147	299	187	332	300	195	197	110	130	392	240	558	75
You	551	**	250	201	54	83	**	122	261	168	305	245	177	166	90	117	344	207	485	65
	87%	**	85%	90%	91%	91%	**	83%	87%	90%	92%	82%	91%	84%	81%	90%	88%	86%	87%	87%
						b				g	k		mn			mn				
Another member of your household	77	**	41	21	5	8	**	24	36	17	24	53	16	30	20	11	46	31	68	10
	12%	**	14%	9%	9%	9%	**	16%	12%	9%	7%	18%	8%	15%	18%	9%	12%	13%	12%	13%
			c					i			j		lo	lo						
Your company	1	**	-	1	-	-	**	-	-	1	1	-	1	-	-	-	1	-	1	-
	*%	**	-%	*%	-%	-%	**	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%
Someone else	4	**	2	2	-	-	**	1	2	1	2	2	1	1	1	1	2	2	4	-
	1%	**	1%	1%	-%	-%	**	*%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%	-%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 161**

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

**QT1. I'd like to talk with you about your television service - so the service that provides additional channels that you pay to receive. Firstly, can I check who pays the bills for your TV service, is it... by TV CROSS-BREAKS**

Base : Those responsible for the household Pay TV service

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1083	911	87	54	31	604	326
Effective Weighted Sample	1019	858	81	51	29	568	307
Total	633	535	51	30	17	350	191
You	551	459	**	**	**	298	172
	87%	86%	**	**	**	85%	90% e
Another member of your household	77	71	**	**	**	50	18
	12%	13%	**	**	**	14% f	9%
Your company	1	1	**	**	**	-	-
	*%	*%	**	**	**	-%	-%
Someone else	4	4	**	**	**	2	1
	1%	1%	**	**	**	1%	1%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 162**

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

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set?**  
by TV CROSS-BREAKS

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	NEVER	YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STAND-ALONE SWITCH	STAND-ALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Cable TV	193	43	36	62	51	173	19	99	94	23	193	-	85	88	14	6	25	74	9	151	**	**
	18%	14%	18%	18%	26%	38%	3%	25%	14%	27%	31%	-%	37%	39%	8%	1%	30%	24%	4%	39%	**	**
				a	abc	f		h	h		k		no	no	o					r		
Satellite TV - WITH a monthly subscription	356	56	73	130	97	201	155	145	211	25	356	-	99	101	45	110	28	115	65	172	**	**
	34%	18%	36%	39%	48%	44%	26%	37%	32%	30%	57%	-%	43%	45%	27%	26%	34%	37%	29%	45%	**	**
			a	a	abc	f					k		no	no						r		
Satellite TV - with NO monthly subscription	42	13	10	15	5	4	37	17	25	5	-	42	2	2	15	22	3	14	14	3	**	**
	4%	4%	5%	4%	2%	1%	6%	4%	4%	5%	-%	10%	1%	1%	9%	5%	3%	5%	6%	1%	**	**
							e				j				lmo	lm			s			
Freeview - via a YOUVIEW set-top box, with ONLY free to view channels	73	34	11	18	10	9	65	22	51	5	-	73	2	6	20	44	2	20	23	5	**	**
	7%	11%	6%	5%	5%	2%	11%	6%	8%	5%	-%	17%	1%	3%	12%	10%	2%	6%	10%	1%	**	**
		bcd					e				j				lm	lm			s			
Freeview - via a YOUVIEW set-top box, with any additional channels that you PAY to receive	8	3	1	1	3	4	4	5	3	2	8	-	3	*	2	2	1	4	2	3	**	**
	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	**	**
					c			h		h	k											

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 162**

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

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set?**  
by TV CROSS-BREAKS

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS		YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STAND-ALONE SWITCH	STAND-ALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Standard Freeview - with ONLY free to view channels	304	134	64	91	15	13	292	64	240	11	-	304	4	9	61	231	15	49	104	8	**	**
	29%	44%	32%	27%	7%	3%	49%	16%	37%	13%	-	73%	2%	4%	37%	54%	18%	16%	46%	2%	**	**
		bcd	d	d			e		gi			j		l	lm	lmn			s			
Standard Freeview - with any additional channels that you PAY to receive	6	2	2	2	1	2	5	3	4	1	6	-	1	*	2	3	2	*	2	1	**	**
	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	-	*%	*%	1%	1%	2%	*%	1%	*%	**	**
											k						q					
Digital TV via broadband - e.g. BT TV or TalkTalk TV or EE TV	66	22	6	18	19	52	14	40	25	12	66	-	33	19	8	6	6	34	7	44	**	**
	6%	7%	3%	5%	10%	11%	2%	10%	4%	15%	10%	-	14%	8%	5%	1%	8%	11%	3%	11%	**	**
		b			bc	f		h		h	k		mno	o	o				r			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 162**

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

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set?**  
by TV CROSS-BREAKS

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Cable TV	193	**	82	76	17	27	11	44	86	63	97	96	69	52	31	41	121	72	186	6
	18%	**	20%	21%	13%	12%	11%	19%	20%	16%	18%	18%	24%	17%	17%	15%	21%	16%	21%	4%
			def	def					i				mno				q		s	
Satellite TV - WITH a monthly subscription	356	**	170	124	35	50	15	83	172	101	186	170	98	113	68	76	211	144	302	53
	34%	**	41%	34%	28%	23%	16%	35%	41%	26%	35%	33%	35%	37%	38%	27%	36%	31%	34%	36%
			cdef	ef	f	f		i	i				o	o	o		q			
Satellite TV - with NO monthly subscription	42	**	15	15	5	9	4	9	17	15	20	21	6	16	7	12	23	19	33	9
	4%	**	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	5%	4%	4%	4%	4%	4%	6%
														l						
Freeview - via a YOUVIEW set-top box, with ONLY free to view channels	73	**	22	20	13	27	14	15	21	38	33	40	16	21	14	22	37	36	64	10
	7%	**	5%	6%	10%	12%	14%	6%	5%	10%	6%	8%	6%	7%	8%	8%	6%	8%	7%	7%
					bc	bc	bc			h										
Freeview - via a YOUVIEW set-top box, with any additional channels that you PAY to receive	8	**	3	1	1	2	1	3	2	3	6	1	-	5	2	1	5	3	7	1
	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%
											k			lo	l					
Standard Freeview - with ONLY free to view channels	304	**	87	103	47	95	49	65	88	152	145	160	68	67	52	117	135	169	251	54
	29%	**	21%	29%	38%	43%	49%	28%	21%	39%	27%	31%	24%	22%	29%	42%	23%	37%	28%	37%
				b	bc	bc	bcd	h		gh					m	lmn	p		r	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 162**

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

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set?**  
by TV CROSS-BREAKS

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Standard Freeview - with any additional channels that you PAY to receive	6 1%	** **	3 1%	1 *%	2 1%	2 1%	- -%	1 1%	3 1%	2 1%	3 1%	3 1%	1 *%	2 1%	2 1%	2 1%	2 *%	4 1%	5 1%	1 1%
Digital TV via broadband - e.g. BT TV or TalkTalk TV or EE TV	66 6%	** **	32 8%	21 6%	5 4%	9 4%	5 5%	15 6%	34 8%	17 4%	37 7%	28 5%	26 9%	25 8%	6 3%	9 3%	51 9%	15 3%	52 6%	13 9%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 162**

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

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Cable TV	193	169	17	**	**	-	189
	18%	19%	19%	**	**	-%	100% e
Satellite TV - WITH a monthly subscription	356	292	28	**	**	348	-
	34%	33%	31%	**	**	94% f	-%
Satellite TV - with NO monthly subscription	42	31	4	**	**	24	-
	4%	4%	4%	**	**	6% f	-%
Freeview - via a YOUVIEW set-top box, with ONLY free to view channels	73	62	6	**	**	-	-
	7%	7%	7%	**	**	-%	-%
Freeview - via a YOUVIEW set-top box, with any additional channels that you PAY to receive	8	7	1	**	**	-	-
	1%	1%	1%	**	**	-%	-%
Standard Freeview - with ONLY free to view channels	304	252	30	**	**	-	-
	29%	29%	33%	**	**	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 162**

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

**QS4a. Which of these TYPES of TV service does your household receive at the moment for your MAIN TV set? IF MORE THAN ONE TYPE - Which one is the main type watched on the TV set?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Standard Freeview - with any additional channels that you PAY to receive	6 1%	5 1%	1 1%	** **	** **	- -%	- -%
Digital TV via broadband - e.g. BT TV or TalkTalk TV or EE TV	66 6%	57 6%	5 5%	** **	** **	- -%	- -%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 163**

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

**QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INTER-				BUNDLE	SIMPLE ALONE	STAND- ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED									NON-SW	LONE	NON							
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u		
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68	
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65	
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42	
Sky	348	55	71	129	93	197	151	140	208	24	348	**	97	100	43	108	28	111	64	169	**	**	
	55%	44%	61%	61%	54%	46%	76%	48%	62%	38%	55%	**	44%	48%	61%	85%	45%	49%	74%	46%	**	**	
		a	a	a	a	e	e	gi	gi						lm	lmn			s				
Virgin Media	193	43	36	62	51	173	19	99	94	23	193	**	85	88	14	6	25	74	9	151	**	**	
	31%	34%	30%	29%	30%	40%	10%	34%	28%	36%	31%	**	38%	42%	19%	5%	40%	33%	10%	41%	**	**	
						f		h					no	no	o				r				
BT TV	43	16	5	11	11	37	6	24	19	6	43	**	22	15	2	4	5	18	4	33	**	**	
	7%	13%	4%	5%	6%	9%	3%	8%	6%	9%	7%	**	10%	7%	3%	3%	8%	8%	4%	9%	**	**	
		bcd				f							no	o									
TalkTalk TV	15	4	3	4	5	13	3	12	3	3	15	**	11	2	1	1	1	12	1	10	**	**	
	2%	3%	2%	2%	3%	3%	1%	4%	1%	5%	2%	**	5%	1%	2%	1%	1%	5%	1%	3%	**	**	
						h		h					mo										
Now TV	6	2	-	1	2	1	5	3	3	2	6	**	1	*	2	2	-	2	3	1	**	**	
	1%	2%	-%	1%	1%	*%	2%	1%	1%	4%	1%	**	*%	*%	3%	2%	-%	1%	3%	*%	**	**	
		b				e			gh						lm	lm			s				
EE TV	3	2	-	1	1	3	*	2	2	*	3	**	1	2	*	-	-	2	*	1	**	**	
	1%	1%	-%	*%	1%	1%	*%	1%	*%	1%	1%	**	1%	1%	1%	-%	-%	1%	*%	*%	**	**	
Top-Up-TV	1	1	-	-	-	-	1	-	1	-	1	**	-	-	-	1	-	-	1	-	**	**	
	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	**	-%	-%	-%	*%	-%	-%	1%	-%	**	**	
																			s				
Other	19	3	3	5	8	6	13	12	7	4	19	**	4	2	8	5	3	8	4	5	**	**	
	3%	3%	2%	2%	5%	1%	7%	4%	2%	7%	3%	**	2%	1%	11%	4%	6%	3%	5%	1%	**	**	
						e				h					lmo	m			s				
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 163**

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

**QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Sky	348 55%	** **	166 57%	121 55%	35 59%	50 55%	** **	80 55%	168 57%	100 54%	182 55%	166 56%	95 49%	111 57%	66 60%	75 59%	207 53%	141 59%	295 53%	53 70%
Virgin Media	193 31%	** **	82 28%	76 34%	17 28%	27 30%	** **	44 30%	86 29%	63 34%	97 29%	96 32%	69 35% m	52 27%	31 28%	41 32%	121 31%	72 30%	186 34% s	6 8%
BT TV	43 7%	** **	20 7%	14 6%	4 6%	7 8%	** **	9 6%	21 7%	13 7%	27 8%	16 6%	17 9% no	17 8% no	4 4%	5 4%	34 9% q	9 4%	34 6%	9 12% r
TalkTalk TV	15 2%	** **	7 2%	5 2%	1 3%	2 3%	** **	4 3%	7 2%	4 2%	8 2%	8 3%	4 2%	6 3%	2 2%	3 2%	10 3%	5 2%	13 2%	3 3%
Now TV	6 1%	** **	3 1%	1 1%	1 1%	1 1%	** **	2 1%	3 1%	1 1%	4 1%	2 1%	1 *%	2 1%	1 1%	2 1%	3 1%	3 1%	5 1%	1 1%
EE TV	3 1%	** **	1 *%	* *%	* 1%	1 1%	** **	2 1%	1 *%	1 *%	1 *%	2 1%	- -%	3 2%	* *%	- -%	3 1%	* *%	2 *%	1 2% r
Top-Up-TV	1 *%	** **	1 *%	- -%	- -%	- -%	** **	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	1 *%	- -%
Other	19 3%	** **	10 4%	5 2%	1 2%	2 2%	** **	5 4%	10 3%	4 2%	10 3%	9 3%	8 4%	4 2%	4 4%	3 2%	12 3%	7 3%	16 3%	3 4%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 163**

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

**QS4b. Which company provides your TV service/ the additional channels you pay to receive on Freeview?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Sky	348	286	**	**	**	348	-
	55%	54%	**	**	**	100% f	-%
Virgin Media	193	169	**	**	**	-	189
	31%	32%	**	**	**	-%	100% e
BT TV	43	37	**	**	**	-	-
	7%	7%	**	**	**	-%	-%
TalkTalk TV	15	12	**	**	**	-	-
	2%	2%	**	**	**	-%	-%
Now TV	6	6	**	**	**	-	-
	1%	1%	**	**	**	-%	-%
EE TV	3	3	**	**	**	-	-
	1%	1%	**	**	**	-%	-%
Top-Up-TV	1	-	**	**	**	-	-
	*%	-%	**	**	**	-%	-%
Other	19	17	**	**	**	-	-
	3%	3%	**	**	**	-%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 164**

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

**QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE STAND-		LAST 12 MONTHS					BUNDLE NON-SWITCHERS		STANDALONE NON SWITCH					TRIPLE	SINGLE	MULTIPL
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER			YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL		~t	E
		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u
Significance Level: 95%																						
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
No, don't have a contract	155	40	31	53	32	97	58	53	102	8	155	**	37	61	16	42	12	40	28	82	**	**
	25%	32%	26%	25%	19%	23%	29%	18%	30%	12%	25%	**	17%	29%	23%	33%	20%	18%	33%	22%	**	**
		d					e		gi					l		l			s			
Within the next month	10	*	-	3	7	5	5	6	5	3	10	**	3	2	3	3	-	6	2	4	**	**
	2%	*%	-%	1%	4%	1%	3%	2%	1%	5%	2%	**	1%	1%	4%	2%	-%	2%	2%	1%	**	**
					abc					h												
In 1-3 months	12	1	2	3	4	6	5	6	5	2	12	**	4	3	3	2	2	4	2	6	**	**
	2%	1%	2%	2%	3%	2%	3%	2%	2%	3%	2%	**	2%	1%	4%	2%	3%	2%	3%	2%	**	**
In 4-6 months	32	5	2	11	14	19	12	17	15	5	32	**	10	9	6	6	1	16	6	18	**	**
	5%	4%	2%	5%	8%	4%	6%	6%	4%	8%	5%	**	5%	4%	9%	5%	1%	7%	7%	5%	**	**
				b	b										m			p				
In 7-12 months	139	25	19	41	54	108	31	72	67	28	139	**	62	46	10	21	15	56	16	98	**	**
	22%	20%	17%	19%	32%	25%	16%	25%	20%	45%	22%	**	28%	22%	15%	17%	24%	25%	18%	26%	**	**
				abc		f			gh				no						r			
In 13-18 months	66	8	12	22	23	52	14	42	24	10	66	**	38	14	5	9	10	32	4	43	**	**
	10%	7%	11%	10%	14%	12%	7%	15%	7%	16%	10%	**	17%	7%	7%	7%	16%	14%	5%	12%	**	**
				a		f		h	h				mno						r			
In more than 18 months	35	4	9	15	7	27	8	18	17	3	35	**	14	13	4	4	4	13	5	23	**	**
	6%	3%	8%	7%	4%	6%	4%	6%	5%	5%	6%	**	6%	6%	6%	3%	6%	6%	5%	6%	**	**
		a		a																		
Not sure when contract runs out	150	37	34	55	25	102	48	66	84	3	150	**	48	54	18	30	14	53	17	87	**	**
	24%	29%	29%	26%	14%	24%	25%	23%	25%	5%	24%	**	22%	26%	26%	24%	22%	23%	20%	23%	**	**
		d	d	d				i	i													
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 164**

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

**QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
Don't know if I have a contract	28	6	7	11	5	14	14	11	17	1	28	**	7	7	4	10	4	7	5	9	**	**
	5%	5%	6%	5%	3%	3%	7%	4%	5%	2%	5%	**	3%	3%	6%	8%	7%	3%	6%	2%	**	**
							e									lm			s			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 164**

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

**QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
No, don't have a contract	155 25%	** **	65 22%	60 27%	18 30%	28 30%	** **	24 16%	79 27%	53 28%	83 25%	72 24%	52 27%	44 22%	26 24%	32 25%	96 25%	59 25%	131 24%	24 32%
						b			g	g									r	r
Within the next month	10 2%	** **	5 2%	5 2%	* 1%	1 1%	** **	4 3%	2 1%	5 2%	7 2%	4 1%	2 1%	4 2%	3 3%	1 1%	6 2%	4 2%	9 2%	2 2%
								h		h										
In 1-3 months	12 2%	** **	7 3%	3 1%	* 1%	1 1%	** **	4 3%	5 2%	2 1%	6 2%	5 2%	2 1%	4 2%	2 2%	4 3%	5 1%	6 3%	9 2%	2 3%
In 4-6 months	32 5%	** **	16 6%	10 5%	2 4%	4 4%	** **	7 5%	15 5%	9 5%	18 5%	14 5%	7 4%	13 6%	6 5%	6 5%	20 5%	12 5%	29 5%	2 3%
In 7-12 months	139 22%	** **	71 25%	48 21%	9 16%	13 14%	** **	43 29%	66 22%	31 17%	76 23%	64 21%	41 21%	41 21%	24 22%	34 26%	82 21%	57 24%	126 23%	13 17%
			de	e				i	i											
In 13-18 months	66 10%	** **	34 12%	22 10%	3 6%	6 7%	** **	19 13%	34 12%	13 7%	36 11%	30 10%	21 11%	23 12%	11 10%	10 8%	44 11%	21 9%	58 10%	8 11%
								i	i											
In more than 18 months	35 6%	** **	16 5%	14 6%	4 6%	5 6%	** **	9 6%	14 5%	12 7%	18 5%	17 6%	14 7%	8 4%	7 7%	6 5%	22 6%	13 6%	31 6%	4 5%
Not sure when contract runs out	150 24%	** **	70 24%	49 22%	16 27%	25 28%	** **	31 21%	73 25%	47 25%	73 22%	78 26%	48 25%	49 25%	26 24%	28 22%	97 25%	54 23%	133 24%	17 23%
Don't know if I have a contract	28 5%	** **	6 2%	11 5%	5 9%	8 9%	** **	6 4%	8 3%	14 8%	14 4%	15 5%	7 3%	11 5%	4 3%	7 6%	17 4%	11 5%	26 5%	2 3%
				b	b	b				h										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 164**

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

**QT3b. Do you have a contract with (TV SERVICE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
No, don't have a contract	155	132	**	**	**	81	49
	25%	25%	**	**	**	23%	26%
Within the next month	10	8	**	**	**	6	1
	2%	2%	**	**	**	2%	1%
In 1-3 months	12	9	**	**	**	8	1
	2%	2%	**	**	**	2% f	*%
In 4-6 months	32	27	**	**	**	14	12
	5%	5%	**	**	**	4%	7%
In 7-12 months	139	119	**	**	**	78	46
	22%	22%	**	**	**	22%	24%
In 13-18 months	66	58	**	**	**	37	16
	10%	11%	**	**	**	11%	8%
In more than 18 months	35	28	**	**	**	19	12
	6%	5%	**	**	**	5%	6%
Not sure when contract runs out	150	128	**	**	**	89	43
	24%	24%	**	**	**	26%	23%
Don't know if I have a contract	28	22	**	**	**	15	9
	5%	4%	**	**	**	4%	5%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 165**

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

**QT2g. Have you or has (TV SERVICE PROVIDER) made any of these changes to your television service in the last 12 months?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS		YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCH	NON-SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u
Significance Level: 95%																						
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
Received a discount for your television service/ package	70	5	4	21	40	47	24	36	34	8	70	**	28	19	9	15	11	26	13	42	**	**
	11%	4%	3%	10%	24%	11%	12%	13%	10%	13%	11%	**	13%	9%	12%	12%	17%	11%	15%	11%	**	**
				ab	abc																	
Added extra or improved services for your television service/ package	72	8	11	21	32	49	23	32	40	2	72	**	26	24	7	16	7	25	9	43	**	**
	12%	6%	9%	10%	19%	11%	12%	11%	12%	3%	12%	**	12%	11%	10%	13%	11%	11%	10%	12%	**	**
					abc			i	i													
Reduced or downgraded services for your television service / package	39	1	*	14	24	24	15	13	26	2	39	**	11	13	2	13	5	9	4	23	**	**
	6%	1%	6%	6%	14%	6%	8%	5%	8%	3%	6%	**	5%	6%	3%	10%	8%	4%	4%	6%	**	**
				ab	abc				g							ln						
ANY OF THESE CHANGES	166	13	13	51	88	108	58	75	90	12	166	**	58	50	18	41	18	56	24	95	**	**
	26%	11%	11%	24%	52%	25%	30%	26%	27%	19%	26%	**	26%	24%	25%	32%	29%	25%	28%	26%	**	**
				ab	abc											m						
None of these	462	113	104	162	83	323	139	216	246	52	462	**	164	159	52	87	44	170	62	275	**	**
	74%	89%	89%	76%	48%	75%	70%	74%	73%	81%	74%	**	74%	76%	75%	68%	71%	75%	72%	74%	**	**
		cd	cd	d										o								

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 165**

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

**QT2g. Have you or has (TV SERVICE PROVIDER) made any of these changes to your television service in the last 12 months?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Received a discount for your television service/ package	70	**	27	33	6	8	**	16	33	21	35	36	19	21	15	15	40	31	62	8
	11%	**	9%	15%	11%	9%	**	11%	11%	11%	10%	12%	10%	11%	14%	12%	10%	13%	11%	11%
				b																
Added extra or improved services for your television service/ package	72	**	34	26	8	10	**	16	37	20	44	28	27	22	11	13	49	23	63	9
	12%	**	12%	12%	13%	11%	**	11%	13%	11%	14%	9%	14%	11%	10%	10%	13%	10%	11%	12%
											k									
Reduced or downgraded services for your television service / package	39	**	18	14	4	5	**	8	21	11	21	18	15	10	6	7	26	13	32	7
	6%	**	6%	6%	6%	6%	**	5%	7%	6%	6%	6%	8%	5%	6%	5%	7%	6%	6%	9%
ANY OF THESE CHANGES	166	**	74	66	16	21	**	38	81	47	89	77	57	47	28	33	104	62	143	23
	26%	**	25%	30%	27%	23%	**	26%	27%	25%	27%	26%	29%	24%	26%	26%	27%	26%	26%	30%
None of these	462	**	216	156	43	70	**	108	215	138	240	222	137	149	81	95	286	176	410	52
	74%	**	75%	70%	73%	77%	**	74%	73%	75%	73%	74%	71%	76%	74%	74%	73%	74%	74%	70%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 165**

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

**QT2g. Have you or has (TV SERVICE PROVIDER) made any of these changes to your television service in the last 12 months?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Received a discount for your television service/ package	70 11%	55 10%	** **	** **	** **	44 13%	18 9%
Added extra or improved services for your television service/ package	72 12%	64 12%	** **	** **	** **	40 12%	21 11%
Reduced or downgraded services for your television service / package	39 6%	35 7%	** **	** **	** **	24 7%	11 6%
ANY OF THESE CHANGES	166 26%	142 27%	** **	** **	** **	97 28%	46 24%
None of these	462 74%	388 73%	** **	** **	** **	250 72%	143 76%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 166**

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

**QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

												TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	TV INDEX					TV		TV SWITCH			PAY TV		TV									
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
		INACTIVE	PASSIVE	ESTED	ENG-AGED																	
a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u		
Significance Level: 95%																						
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
Received a discount for your television service	53	1	1	14	37	33	21	26	27	6	53	**	18	15	8	12	7	19	11	29	**	**
	9%	1%	1%	7% ab	22% abc	8%	10%	9%	8%	9%	9%	**	8%	7%	12%	10%	12%	8%	13% s	8%	**	**
Added extra or improved services for your television service	38	1	1	9	27	26	12	17	20	1	38	**	15	11	2	9	5	11	6	21	**	**
	6%	1%	1%	4% ab	16% abc	6%	6%	6%	6%	2%	6%	**	7%	5%	3%	7%	8%	5%	7%	6%	**	**
Reduced or downgraded services for your television service	36	*	-	13	22	23	13	13	23	2	36	**	10	12	2	11	4	9	3	21	**	**
	6%	*%	-%	6% ab	13% abc	5%	7%	4%	7%	3%	6%	**	5%	6%	3%	9%	7%	4%	4%	6%	**	**
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	116	2	1	33	79	72	43	51	65	9	116	**	38	34	12	31	13	37	19	62	**	**
	18%	2%	1%	15% ab	46% abc	17%	22% e	17%	19%	14%	18%	**	17%	16%	18%	24% lm	21%	16%	22%	17%	**	**
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	512	124	116	180	92	358	154	241	272	55	512	**	183	175	57	96	49	190	67	308	**	**
	82%	98% cd	99% cd	85% d	54%	83% f	78%	83%	81%	86%	82%	**	83% o	84% o	82%	76%	79%	84%	78%	83%	**	**
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 166**

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

**QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Received a discount for your television service	53 9%	** **	20 7%	25 11% b	5 8%	7 7%	** **	13 9%	24 8%	17 9%	25 8%	29 10%	16 8%	14 7%	13 12%	10 8%	30 8%	23 10%	46 8%	8 11%
Added extra or improved services for your television service	38 6%	** **	21 7%	11 5%	3 5%	4 4%	** **	9 6%	22 7% i	7 4%	23 7%	14 5%	12 6%	12 6%	5 5%	8 7%	24 6%	14 6%	34 6%	3 4%
Reduced or downgraded services for your television service	36 6%	** **	17 6%	13 6%	3 5%	4 5%	** **	7 5%	20 7%	9 5%	19 6%	16 6%	15 8%	10 5%	5 5%	6 5%	24 6%	12 5%	31 6%	5 7%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	116 18%	** **	54 19%	44 20%	9 16%	12 14%	** **	28 19%	59 20%	29 16%	59 18%	56 19%	38 19%	33 17%	22 20%	24 18%	71 18%	45 19%	101 18%	15 20%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	512 82%	** **	236 81%	178 80%	50 84%	78 86%	** **	118 81%	238 80%	156 84%	270 82%	242 81%	156 81%	164 83%	88 80%	105 82%	320 82%	193 81%	452 82%	60 80%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 166**

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

**QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER CONTACTING PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Received a discount for your television service	53 9%	44 8%	** **	** **	** **	34 10%	13 7%
Added extra or improved services for your television service	38 6%	34 6%	** **	** **	** **	26 7% f	7 4%
Reduced or downgraded services for your television service	36 6%	33 6%	** **	** **	** **	22 6%	11 6%
ANY OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	116 18%	100 19%	** **	** **	** **	74 21% f	28 15%
NONE OF THESE CHANGES FROM MAKING CONTACT WITH PROVIDER	512 82%	430 81%	** **	** **	** **	273 79%	161 85% e

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 167**

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

**QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED ENG-AGED		BUNDLE	SIMPLE STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO		BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
Received a discount for your television service	17 3%	4 3%	3 3%	7 3%	3 2%	14 3%	3 2%	10 4%	6 2%	3 4%	17 3%	** **	10 4%	4 2%	1 1%	2 2%	3 5%	7 3%	2 2%	12 3%	** **	** **
Added extra or improved services for your television service	35 6%	7 6%	10 8% d	12 6%	6 3%	23 5%	11 6%	15 5%	20 6% i	1 1%	35 6%	** **	11 5%	13 6%	4 6%	7 5%	1 2%	14 6%	3 4%	22 6%	** **	** **
Reduced or downgraded services for your television service	3 *% q	1 1%	* *% q	* *% q	1 1%	1 *% q	2 1%	1 *% q	2 1%	- -% q	3 *% q	** ** q	1 *% q	* *% q	- -% q	2 1% q	1 1% q	- -% q	* 1% q	1 *% q	** ** q	** ** q
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	50 8%	11 9%	12 10% d	18 9%	9 5%	35 8%	15 7%	25 8%	26 8%	3 5%	50 8%	** **	19 9%	16 8%	5 7%	10 8%	5 8%	20 9%	5 6%	33 9%	** **	** **
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	578 92%	115 91%	105 90%	195 91%	163 95% b	395 92%	182 93%	267 92%	311 92%	61 95%	578 92%	** **	202 91%	193 92%	65 93%	118 92%	57 92%	207 91%	81 94%	338 91%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 167**

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

**QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Received a discount for your television service	17 3%	** **	7 2%	8 3%	1 2%	2 2%	** **	4 3%	9 3%	4 2%	10 3%	7 2%	3 1%	7 3%	2 2%	5 4%	9 2%	7 3%	17 3% s	- -%
Added extra or improved services for your television service	35 6%	** **	13 5%	15 7%	5 9%	6 7%	** **	7 5%	16 5%	13 7%	21 6%	13 5%	16 8% o	10 5%	5 5%	4 3%	25 7%	9 4%	29 5%	6 8%
Reduced or downgraded services for your television service	3 *% **	** **	* *% **	1 1%	1 1%	1 1%	** **	1 1%	* *% **	2 1%	1 *% **	2 1%	1 *% **	* *% **	1 1%	1 1%	1 *% **	2 1%	1 *% **	2 2% r
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	50 8%	** **	19 7%	22 10%	7 12%	8 9%	** **	10 7%	22 8%	18 10%	29 9%	21 7%	19 10%	14 7%	7 6%	10 8%	33 9%	17 7%	42 8%	8 10%
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	578 92%	** **	271 93%	200 90%	52 88%	83 91%	** **	136 93%	274 92%	167 90%	300 91%	278 93%	175 90%	182 93%	102 94%	119 92%	357 91%	221 93%	510 92%	67 90%
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 167**

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

**QT2G - SUMMARY OF CHANGES MADE AS A RESULT OF CONSUMER BEING CONTACTED BY PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Received a discount for your television service	17 3%	11 2%	** **	** **	** **	10 3%	5 2%
Added extra or improved services for your television service	35 6%	30 6%	** **	** **	** **	14 4%	14 7% e
Reduced or downgraded services for your television service	3 *%	3 *%	** **	** **	** **	2 1%	- -%
ANY OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	50 8%	42 8%	** **	** **	** **	23 7%	18 9%
NONE OF THESE CHANGES FROM BEING CONTACTED BY PROVIDER	578 92%	488 92%	** **	** **	** **	325 93%	171 91%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 168**

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

**QT2h. Thinking specifically about receiving a discount for your television service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?**  
by TV CROSS-BREAKS

Base : Those who have received a discount for their television service in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE STAND-		LAST 12 MONTHS			YES	NO	BUNDLE NON-SWITCHERS		STANDALONE SWITCH		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	ERS			NON-SWITCHERS	ERS	ERS							
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	124	9	6	38	71	81	43	63	61	13	124	-	48	33	15	28	17	46	24	72	6	7
Effective Weighted Sample	117	8	6	36	66	77	40	59	58	12	117	-	45	31	14	26	16	43	23	68	6	7
Total	70	5	4	21	40	47	24	36	34	8	70	-	28	19	9	15	11	26	13	42	4	5
I contacted my provider to make this change	52 73%	** **	** **	** **	** **	** **	** **	** **	** **	** **	52 73%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
My provider contacted me	17 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know/ can't remember	2 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 168**

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

**QT2h. Thinking specifically about receiving a discount for your television service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?  
by TV CROSS-BREAKS**

Base : Those who have received a discount for their television service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	124	3	40	61	15	20	5	25	54	45	58	66	26	40	34	24	66	58	110	14
Effective Weighted Sample	117	3	39	58	15	20	5	24	52	43	55	62	26	38	33	23	63	55	103	13
Total	70	2	27	33	6	8	2	16	33	21	35	36	19	21	15	15	40	31	62	8
I contacted my provider to make this change	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	44	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	70%	**
My provider contacted me	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27%	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 168**

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

**QT2h. Thinking specifically about receiving a discount for your television service in the last 12 months... Did you contact your provider to receive this discount or did your provider contact you?  
by TV CROSS-BREAKS**

Base : Those who have received a discount for their television service in the last 12 months

		NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f
Unweighted total	124	98	11	14	1	78	32
Effective Weighted Sample	117	92	10	13	1	73	31
Total	70	55	6	8	*	44	18
I contacted my provider to make this change	52	**	**	**	**	**	**
	73%	**	**	**	**	**	**
My provider contacted me	17	**	**	**	**	**	**
	24%	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**
	3%	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 169**

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

**QT2i. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have received a discount for their television service in the last 12 months

	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	INTER-				SIMPLE STAND-		LAST 12 MONTHS					BUNDLE		STANDA								
	ESTED ENG-AGED				BUNDLE ALONE		EVER			YES		NON-SW		LONE		NON						
	Total	INAC-TIVE	PASSIVE	AGED								ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	124	9	6	38	71	81	43	63	61	13	124	-	48	33	15	28	17	46	24	72	6	7
Effective Weighted Sample	117	8	6	36	66	77	40	59	58	12	117	-	45	31	14	26	16	43	23	68	6	7
Total	70	5	4	21	40	47	24	36	34	8	70	-	28	19	9	15	11	26	13	42	4	5
Yes	51	**	**	**	**	**	**	**	**	**	51	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	72%	**	**	**	**	**	**	**	**	**	**	**
No	17	**	**	**	**	**	**	**	**	**	17	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	25%	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 169**

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

**QT2i. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have received a discount for their television service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	124	3	40	61	15	20	5	25	54	45	58	66	26	40	34	24	66	58	110	14
Effective Weighted Sample	117	3	39	58	15	20	5	24	52	43	55	62	26	38	33	23	63	55	103	13
Total	70	2	27	33	6	8	2	16	33	21	35	36	19	21	15	15	40	31	62	8
Yes	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	73%	**
No	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 169**

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

**QT2i. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have received a discount for their television service in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	124	98	11	14	1	78	32
Effective Weighted Sample	117	92	10	13	1	73	31
Total	70	55	6	8	*	44	18
Yes	51	**	**	**	**	**	**
	72%	**	**	**	**	**	**
No	17	**	**	**	**	**	**
	25%	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**
	3%	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 170**

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

**QT2j. Thinking specifically about adding extra or improved services for your television service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?  
by TV CROSS-BREAKS**

Base : Those who have added extra or improved services for their television service in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE STAND-		LAST 12 MONTHS			YES	NO	BUNDLE NON-SWITCHERS		STANDALONE SWITCH		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	ERS			NON-SWITCHERS	ERS	ERS							
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	120	13	18	36	53	80	40	53	67	3	120	-	41	39	12	28	10	42	16	71	1	2
Effective Weighted Sample	114	13	17	34	50	76	38	50	64	3	114	-	39	37	12	27	9	40	15	67	1	2
Total	72	8	11	21	32	49	23	32	40	2	72	-	26	24	7	16	7	25	9	43	*	1
I contacted my provider to make this change	36	**	**	**	**	**	**	**	**	**	36	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	49%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	35	**	**	**	**	**	**	**	**	**	35	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	48%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 170**

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

**QT2j. Thinking specifically about adding extra or improved services for your television service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?  
by TV CROSS-BREAKS**

Base : Those who have added extra or improved services for their television service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	120	4	48	48	16	20	4	23	58	39	71	49	39	39	22	20	78	42	104	16
Effective Weighted Sample	114	4	47	46	16	20	4	22	55	38	67	47	38	38	22	19	74	40	98	16
Total	72	3	34	26	8	10	2	16	37	20	44	28	27	22	11	13	49	23	63	9
I contacted my provider to make this change	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**
My provider contacted me	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	46%	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 170**

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

**QT2j. Thinking specifically about adding extra or improved services for your television service in the last 12 months... Did you contact your provider to add these services or did your provider contact you?  
by TV CROSS-BREAKS**

Base : Those who have added extra or improved services for their television service in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	120	106	3	10	1	67	34
Effective Weighted Sample	114	100	3	10	1	63	32
Total	72	64	2	5	1	40	21
I contacted my provider to make this change	36	32	**	**	**	**	**
	49%	50%	**	**	**	**	**
My provider contacted me	35	30	**	**	**	**	**
	48%	47%	**	**	**	**	**
Don't know/ can't remember	2	2	**	**	**	**	**
	3%	3%	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 171**

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

**QT2k. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have added extra or improved services for their television service in the last 12 months

	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	INTER-				SIMPLE STAND-		LAST 12 MONTHS					BUNDLE		STANDA								
	ESTED ENG-AGED				BUNDLE ALONE		EVER					NON-SW		LONE								
	Total	INAC-TIVE	PASSIVE	AGED						YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	120	13	18	36	53	80	40	53	67	3	120	-	41	39	12	28	10	42	16	71	1	2
Effective Weighted Sample	114	13	17	34	50	76	38	50	64	3	114	-	39	37	12	27	9	40	15	67	1	2
Total	72	8	11	21	32	49	23	32	40	2	72	-	26	24	7	16	7	25	9	43	*	1
Yes	32	**	**	**	**	**	**	**	**	**	32	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	45%	**	**	**	**	**	**	**	**	**	**	**
No	37	**	**	**	**	**	**	**	**	**	37	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	51%	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 171**

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

**QT2k. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have added extra or improved services for their television service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	120	4	48	48	16	20	4	23	58	39	71	49	39	39	22	20	78	42	104	16
Effective Weighted Sample	114	4	47	46	16	20	4	22	55	38	67	47	38	38	22	19	74	40	98	16
Total	72	3	34	26	8	10	2	16	37	20	44	28	27	22	11	13	49	23	63	9
Yes	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	**
No	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 171**

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

**QT2k. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have added extra or improved services for their television service in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	120	106	3	10	1	67	34
Effective Weighted Sample	114	100	3	10	1	63	32
Total	72	64	2	5	1	40	21
Yes	32	29	**	**	**	**	**
	45%	45%	**	**	**	**	**
No	37	33	**	**	**	**	**
	51%	51%	**	**	**	**	**
Don't know	3	3	**	**	**	**	**
	4%	4%	**	**	**	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 172**

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

**QT2I. Thinking specifically about reducing or downgrading services for your television service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by TV CROSS-BREAKS

Base : Those who have reduced or downgraded services for their television service in the last 12 months

													SWITCHED WHEN MOVING				BUNDLE TYPE		TV SWITCH			
	TV INDEX				TV		TV SWITCH		PAY TV		TV											
	Total	INTER-			SIMPLE STAND-		LAST 12 MONTHS		YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE		
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER			NEVER	SWITCHERS	NON-SW	SWITCH							NON	
																						ERS
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Unweighted total	65	3	1	25	36	40	25	22	43	3	65	-	19	21	3	22	7	15	6	37	1	2
Effective Weighted Sample	62	3	1	24	34	38	24	21	41	3	62	-	18	20	3	21	7	14	6	35	1	2
Total	39	1	*	14	24	24	15	13	26	2	39	-	11	13	2	13	5	9	4	23	1	1
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 172**

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

**QT2I. Thinking specifically about reducing or downgrading services for your television service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?**  
by TV CROSS-BREAKS

Base : Those who have reduced or downgraded services for their television service in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	65	3	25	26	8	11	3	12	33	20	35	30	21	19	13	12	40	25	53	12
Effective Weighted Sample	62	3	24	25	8	11	3	11	31	19	33	28	21	18	13	11	38	24	50	11
Total	39	2	18	14	4	5	2	8	21	11	21	18	15	10	6	7	26	13	32	7
I contacted my provider to make this change	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 172**

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

**QT2I. Thinking specifically about reducing or downgrading services for your television service in the last 12 months... Did you contact your provider to reduce or downgrade these services or did your provider contact you?  
by TV CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their television service in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	65	58	4	2	1	40	18
Effective Weighted Sample	62	55	4	2	1	38	17
Total	39	35	2	1	*	24	11
I contacted my provider to make this change	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 173**

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

**QT2m. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their television service in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INACT- TIVE	PASSIVE	ESTED	ENG- AGED	BUNDLE	ALONE	EVER	NEVER	12 MONTHS	YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
													SWITCHERS	NON-SWITCHERS	SWITCH	NON-SWITCH						
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Unweighted total	65	3	1	25	36	40	25	22	43	3	65	-	19	21	3	22	7	15	6	37	1	2
Effective Weighted Sample	62	3	1	24	34	38	24	21	41	3	62	-	18	20	3	21	7	14	6	35	1	2
Total	39	1	*	14	24	24	15	13	26	2	39	-	11	13	2	13	5	9	4	23	1	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 173**

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

**QT2m. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their television service in the last 12 months

	AGE							AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
	Total	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Significance Level: 95%																				
Unweighted total	65	3	25	26	8	11	3	12	33	20	35	30	21	19	13	12	40	25	53	12
Effective Weighted Sample	62	3	24	25	8	11	3	11	31	19	33	28	21	18	13	11	38	24	50	11
Total	39	2	18	14	4	5	2	8	21	11	21	18	15	10	6	7	26	13	32	7
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 173**

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

**QT2m. Did you extend or renew your contract with (TV SERVICE PROVIDER) when this change was made?  
by TV CROSS-BREAKS**

Base : Those who have reduced or downgraded services for their television service in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	65	58	4	2	1	40	18
Effective Weighted Sample	62	55	4	2	1	38	17
Total	39	35	2	1	*	24	11
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 174**

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

**ANY CHANGES TO TELEVISION SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

													TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	TV INDEX					TV		TV SWITCH			PAY TV		TV									
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
		INACTIVE	PASSIVE	ESTED	ENG-AGED																	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
RECEIVED DISCOUNT	52	-	-	14	37	32	20	26	25	6	52	**	18	14	8	12	7	19	11	29	**	**
	8%	-%	-%	7% ab	22% abc	7%	10%	9%	8%	9%	8%	**	8%	7%	12%	9%	12%	8%	12%	8%	**	**
ADDED EXTRA OR IMPROVED SERVICES	36	-	-	9	26	24	12	17	19	1	36	**	14	10	2	9	5	11	6	19	**	**
	6%	-%	-%	4% ab	15% abc	6%	6%	6%	6%	2%	6%	**	6%	5%	3%	7%	8%	5%	7%	5%	**	**
REDUCED OR DOWNGRADED SERVICE	33	-	-	12	21	21	12	12	21	2	33	**	10	10	1	11	4	8	3	20	**	**
	5%	-%	-%	6% ab	12% abc	5%	6%	4%	6%	3%	5%	**	5%	5%	2%	9% n	7%	3%	4%	5%	**	**
ANY OF THESE	109	-	-	32	77	67	42	50	60	9	109	**	38	29	12	30	13	36	19	59	**	**
	17%	-%	-%	15% ab	45% abc	16%	21% e	17%	18%	14%	17%	**	17%	14%	17%	24% m	21%	16%	21%	16%	**	**
NONE OF THESE	519	126	117	181	94	363	155	242	277	55	519	**	184	180	58	97	49	191	68	311	**	**
	83%	100% cd	100% cd	85% d	55%	84% f	79%	83%	82%	86%	83%	**	83%	86% o	83%	76%	79%	84%	79%	84%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 174**

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

**ANY CHANGES TO TELEVISION SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
RECEIVED DISCOUNT	52	**	19	25	5	7	**	12	23	17	24	27	15	14	13	10	29	23	44	8
	8%	**	6%	11%	8%	7%	**	8%	8%	9%	7%	9%	8%	7%	12%	8%	7%	10%	8%	11%
				b																
ADDED EXTRA OR IMPROVED SERVICES	36	**	19	10	3	4	**	9	20	7	22	13	12	11	5	7	23	13	32	3
	6%	**	7%	5%	5%	4%	**	6%	7%	4%	7%	4%	6%	6%	5%	6%	6%	5%	6%	4%
REDUCED OR DOWNGRADED SERVICE	33	**	16	12	3	4	**	6	20	8	18	16	14	9	5	5	23	10	28	5
	5%	**	6%	5%	5%	4%	**	4%	7%	4%	5%	5%	7%	5%	4%	4%	6%	4%	5%	7%
ANY OF THESE	109	**	50	42	9	12	**	26	55	28	56	53	36	31	21	21	67	42	94	15
	17%	**	17%	19%	16%	13%	**	18%	19%	15%	17%	18%	19%	16%	19%	17%	17%	18%	17%	20%
NONE OF THESE	519	**	240	180	50	79	**	120	241	157	273	246	158	165	88	107	323	196	459	60
	83%	**	83%	81%	84%	87%	**	82%	81%	85%	83%	82%	81%	84%	81%	83%	83%	82%	83%	80%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 174**

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

**ANY CHANGES TO TELEVISION SERVICE AS A RESULT OF MAKING CONTACT WITH PROVIDER  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
RECEIVED DISCOUNT	52	42	**	**	**	34	12
	8%	8%	**	**	**	10%	7%
ADDED EXTRA OR IMPROVED SERVICES	36	32	**	**	**	26	6
	6%	6%	**	**	**	7%	3%
						f	
REDUCED OR DOWNGRADED SERVICE	33	30	**	**	**	20	10
	5%	6%	**	**	**	6%	5%
ANY OF THESE	109	94	**	**	**	73	26
	17%	18%	**	**	**	21%	14%
						f	
NONE OF THESE	519	436	**	**	**	275	164
	83%	82%	**	**	**	79%	86%
							e

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 175**

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

**QT3. How long has (TV SERVICE PROVIDER) been providing your home television service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INTER-		ESTED ENG-AGED	BUNDLE	SIMPLE STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCH	NON-SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE			
		INACTIVE	PASSIVE																				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Unweighted total	1044	388	204	328	124	-	1044	284	760	52	343	701	-	-	284	760	51	230	404	-	36	16	
Effective Weighted Sample	976	363	190	306	117	-	976	267	709	49	322	653	-	-	267	709	48	216	381	-	34	15	
Total	591	213	118	185	75	-	591	165	425	32	197	393	-	-	165	425	31	132	227	-	21	10	
Less than 3 months	8 1%	2 1%	2 1%	2 1%	2 3%	** **	8 1%	6 4% h	2 1%	** **	3 1%	6 1%	** **	** **	6 4% o	2 1%	** **	2 2%	1 *%	** **	** **	** **	
3-6 months	12 2%	3 1%	2 2%	2 1%	5 7% abc	** **	12 2%	8 5% h	4 1%	** **	6 3%	7 2%	** **	** **	8 5% o	4 1%	** **	6 5%	4 2%	** **	** **	** **	
7-12 months	30 5%	7 3%	5 4%	6 3%	12 16% abc	** **	30 5%	18 11% h	12 3%	** **	15 8% k	15 4%	** **	** **	18 11% o	12 3%	** **	12 9%	17 8%	** **	** **	** **	
More than a year, up to 2 years	44 8%	13 6%	10 9%	15 8%	6 9%	** **	44 8%	17 10% h	27 6%	** **	16 8%	28 7%	** **	** **	17 10% o	27 6%	** **	13 10%	16 7%	** **	** **	** **	
More than 2 years, up to 4 years	84 14%	27 13%	17 15%	29 15%	11 15%	** **	84 14%	45 27% h	39 9%	** **	25 13%	59 15%	** **	** **	45 27% o	39 9%	** **	36 27%	27 12%	** **	** **	** **	
More than 4 years, up to 6 years	72 12%	27 13%	15 13%	22 12%	8 11%	** **	72 12%	23 14%	49 11%	** **	26 13%	46 12%	** **	** **	23 14%	49 11%	** **	19 14%	30 13%	** **	** **	** **	
More than 6 years, up to 10 years	89 15%	37 17%	19 16%	25 14%	8 11%	** **	89 15%	16 9%	74 17% g	** **	23 12%	66 17% j	** **	** **	16 9%	74 17% n	** **	14 10%	34 15%	** **	** **	** **	
More than 10 years	201 34%	72 34%	39 33%	72 39% d	18 24%	** **	201 34%	22 13%	179 42% g	** **	73 37%	128 32%	** **	** **	22 13%	179 42% n	** **	21 16%	84 37%	** **	** **	** **	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 175**

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

**QT3. How long has (TV SERVICE PROVIDER) been providing your home television service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Significance Level: 95%																						
Unweighted total	1044	388	204	328	124	-	1044	284	760	52	343	701	-	-	284	760	51	230	404	-	36	16
Effective Weighted Sample	976	363	190	306	117	-	976	267	709	49	322	653	-	-	267	709	48	216	381	-	34	15
Total	591	213	118	185	75	-	591	165	425	32	197	393	-	-	165	425	31	132	227	-	21	10
Don't know/ can't remember	49	26	9	11	3	**	49	11	39	**	10	40	**	**	11	39	**	9	13	**	**	**
	8%	12%	7%	6%	4%	**	8%	6%	9%	**	5%	10%	**	**	6%	9%	**	7%	6%	**	**	**
		cd										j										

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 175**

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

**QT3. How long has (TV SERVICE PROVIDER) been providing your home television service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1044	40	282	366	192	356	164	180	319	545	504	540	219	291	226	308	510	534	852	192
Effective Weighted Sample	976	39	275	351	188	348	160	176	305	523	472	504	211	275	220	289	481	497	796	180
Total	591	29	202	202	85	158	72	130	201	260	293	297	149	156	102	183	305	285	484	107
Less than 3 months	8 1%	** **	5 2%	1 1%	2 2%	2 1%	* 1%	4 3%	2 1%	3 1%	3 1%	6 2%	3 2%	2 2%	1 1%	2 1%	5 2%	3 1%	7 2%	1 1%
3-6 months	12 2%	** **	5 3%	4 2%	- -%	1 *%	1 1%	5 4%	5 3%	3 1%	5 2%	8 3%	6 4%	3 2%	* *%	3 2%	9 3%	4 1%	11 2%	1 1%
7-12 months	30 5%	** **	14 7%	11 6%	3 4%	4 2%	* 1%	10 8%	14 7%	7 3%	17 6%	13 4%	9 6%	9 6%	3 3%	8 5%	18 6%	12 4%	24 5%	7 6%
More than a year, up to 2 years	44 8%	** **	24 12%	9 5%	2 2%	5 3%	3 4%	21 16%	13 7%	10 4%	22 8%	22 7%	12 8%	9 6%	10 10%	13 7%	21 7%	23 8%	38 8%	6 5%
More than 2 years, up to 4 years	84 14%	** **	35 18%	31 15%	6 7%	11 7%	5 7%	26 20%	33 16%	25 10%	37 13%	47 16%	16 11%	19 12%	14 14%	35 19%	35 11%	49 17%	70 15%	14 13%
More than 4 years, up to 6 years	72 12%	** **	30 15%	22 11%	9 11%	17 11%	8 11%	19 14%	24 12%	29 11%	35 12%	37 12%	19 13%	22 14%	12 11%	20 11%	41 13%	31 11%	61 13%	11 10%
More than 6 years, up to 10 years	89 15%	** **	30 15%	36 18%	11 13%	21 14%	10 14%	12 9%	38 19%	39 15%	45 15%	44 15%	21 14%	24 15%	15 15%	30 16%	44 15%	45 16%	73 15%	16 15%
More than 10 years	201 34%	** **	45 22%	75 37%	43 50%	78 50%	35 49%	19 14%	64 32%	119 46%	105 36%	96 32%	55 37%	54 35%	38 37%	54 29%	109 36%	92 32%	160 33%	41 38%
Don't know/ can't remember	49 8%	** **	14 7%	11 5%	9 10%	19 12%	10 14%	15 12%	9 5%	25 10%	24 8%	25 8%	9 6%	15 9%	8 8%	18 10%	23 8%	26 9%	38 8%	11 10%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 175**

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

**QT3. How long has (TV SERVICE PROVIDER) been providing your home television service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	1044	855	93	67	29	302	31
Effective Weighted Sample	976	798	87	63	27	283	29
Total	591	483	53	37	17	172	19
Less than 3 months	8 1%	8 2%	** **	** **	** **	3 2%	** **
3-6 months	12 2%	10 2%	** **	** **	** **	4 2%	** **
7-12 months	30 5%	26 5%	** **	** **	** **	7 4%	** **
More than a year, up to 2 years	44 8%	37 8%	** **	** **	** **	10 6%	** **
More than 2 years, up to 4 years	84 14%	72 15%	** **	** **	** **	17 10%	** **
More than 4 years, up to 6 years	72 12%	61 13%	** **	** **	** **	24 14%	** **
More than 6 years, up to 10 years	89 15%	74 15%	** **	** **	** **	25 14%	** **
More than 10 years	201 34%	157 33%	** **	** **	** **	76 44%	** **
Don't know/ can't remember	49 8%	38 8%	** **	** **	** **	6 3%	** **

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 176**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-		SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	
				ESTED	ENG-AGED							NON-SW	SWITCH	NON-SW	SWITCH							
																						ERS
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Base for % (Unweighted and weighted)	1813	545	348	592	328	779	1034	674	1139	138	1071	742	391	388	283	751	132	537	400	654	**	**
	1039	300	202	336	201	454	585	393	646	84	626	414	228	226	165	420	82	308	225	386	37	47
Very satisfied	572	142	111	221	98	228	344	211	360	51	312	260	121	107	90	253	50	161	134	192	**	**
	55%	47%	55%	66%	49%	50%	59%	54%	56%	61%	50%	63%	53%	47%	55%	60%	61%	52%	60%	50%	**	**
Fairly satisfied	349	111	89	83	66	165	184	140	209	25	229	120	83	82	57	127	24	113	69	144	**	**
	34%	37%	44%	25%	33%	36%	31%	36%	32%	30%	37%	29%	36%	36%	34%	30%	29%	37%	31%	37%	**	**
TOTAL SATISFIED	921	253	200	303	165	393	528	352	569	76	541	380	204	188	147	381	74	275	203	336	**	**
	89%	84%	99%	90%	82%	86%	90%	89%	88%	91%	86%	92%	89%	84%	89%	91%	91%	89%	90%	87%	**	**
Neither	57	35	-	12	10	22	35	18	39	3	31	26	9	13	9	26	3	14	12	16	**	**
	5%	12%	-%	4%	5%	5%	6%	4%	6%	3%	5%	6%	4%	6%	5%	6%	4%	5%	5%	4%	**	**
Fairly dissatisfied	38	8	*	14	16	25	13	13	25	3	32	6	8	16	4	9	2	11	4	21	**	**
	4%	3%	3%	4%	8%	5%	2%	3%	4%	4%	5%	1%	4%	7%	3%	2%	2%	4%	2%	5%	**	**
Very dissatisfied	24	5	1	7	11	15	9	11	12	1	22	2	7	8	4	5	2	8	6	12	**	**
	2%	2%	1%	2%	5%	3%	1%	3%	2%	2%	3%	2%	3%	3%	2%	1%	3%	3%	3%	3%	**	**
TOTAL DISSATISFIED	62	13	2	21	26	40	22	24	38	5	54	8	16	24	8	14	4	19	10	33	**	**
	6%	4%	1%	6%	13%	9%	4%	6%	6%	6%	9%	2%	7%	11%	5%	3%	5%	6%	4%	9%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 176**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INTER-				SIMPLE		STAND-		LAST 12		YES	NO	BUNDLE		STANDA		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	ERS			HITCHERS	ERS	ERS							
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	~t	~u		
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76	
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72	
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47	
Don't know	8	7	-	1	-	2	5	1	6	-	2	6	1	2	1	5	-	1	2	1	**	**	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																							

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 176**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Base for % (Unweighted and weighted)	1813	**	582	664	273	493	220	332	675	806	880	933	400	554	396	463	954	859	1555	258
	1039	51	412	359	121	218	97	233	421	385	523	516	281	300	181	277	581	458	894	146
Very satisfied	572	**	220	182	75	141	66	130	215	226	285	287	138	160	100	173	298	274	497	75
	55%	**	53%	51%	62% bc	65% bc	68% bc	56%	51%	59% h	54%	56%	49%	53%	56%	62% lmn	51%	60% p	56%	51%
Fairly satisfied	349	**	144	125	38	63	25	78	154	118	178	171	106	106	62	76	212	137	298	51
	34%	**	35% ef	35% ef	31%	29%	25%	33%	36% i	31%	34%	33%	38% o	35% o	34% o	27%	36% q	30%	33%	35%
TOTAL SATISFIED	921	**	364	308	113	203	90	207	369	344	463	458	244	266	162	249	510	411	795	126
	89%	**	88%	86%	93% bc	93% bc	93% bc	89%	88%	89%	88%	89%	87%	89%	90%	90%	88%	90%	89%	86%
Neither	57	**	20	27	4	7	3	12	25	20	31	26	15	18	10	14	33	24	45	12
	5%	**	5%	7% bdef	3%	3%	3%	5%	6%	5%	6%	5%	5%	6%	5%	5%	6%	5%	5%	8% r
Fairly dissatisfied	38	**	17	15	3	6	3	8	16	14	18	20	14	9	5	9	24	15	35	4
	4%	**	4%	4%	3%	3%	3%	3%	4%	4%	4%	4%	5%	3%	3%	3%	4%	3%	4%	2%
Very dissatisfied	24	**	12	9	1	2	1	6	11	6	12	12	8	7	4	5	15	9	19	4
	2%	**	3% e	3% e	1%	1%	1%	3%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%
TOTAL DISSATISFIED	62	**	28	24	4	8	3	14	27	21	30	32	22	16	9	14	39	23	54	8
	6%	**	7% de	7% de	3%	3%	4%	6%	6%	5%	6%	6%	8%	5%	5%	5%	7%	5%	6%	5%
Don't know	8	**	2	2	3	4	1	2	1	4	4	4	3	1	2	2	4	4	6	2

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 176**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Base for % (Unweighted and weighted)	1813	1511	156	**	**	639	322
	1039	868	91	53	28	371	188
Very satisfied	572	473	59	**	**	186	95
	55%	55%	65% a	**	**	50%	50%
Fairly satisfied	349	296	22	**	**	141	64
	34%	34% b	25%	**	**	38%	34%
TOTAL SATISFIED	921	769	82	**	**	328	159
	89%	89%	90%	**	**	88%	84%
Neither	57	49	2	**	**	19	9
	5%	6%	2%	**	**	5%	5%
Fairly dissatisfied	38	30	4	**	**	14	12
	4%	3%	5%	**	**	4%	7%
Very dissatisfied	24	19	3	**	**	9	8
	2%	2%	3%	**	**	3%	4%
TOTAL DISSATISFIED	62	49	7	**	**	24	20
	6%	6%	8%	**	**	6%	11% e
Don't know	8	7	1	**	**	1	1

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 177**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are... by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INAC-TIVE	PASSIVE	ESTED ENG-AGED		SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS		YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCH	NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
		a	b	c	d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	q	r	~s	~t	~u	
Significance Level: 95%																							
Unweighted total	1044	388	204	328	124	-	1044	284	760	52	343	701	-	-	284	760	51	230	404	-	36	16	
Effective Weighted Sample	976	363	190	306	117	-	976	267	709	49	322	653	-	-	267	709	48	216	381	-	34	15	
Total	591	213	118	185	75	-	591	165	425	32	197	393	-	-	165	425	31	132	227	-	21	10	
Base for % (Unweighted and weighted)	1034	378	204	328	124	**	1034	283	751	**	341	693	**	**	283	751	**	229	400	**	**	**	
	585	207	118	185	75	-	585	165	420	32	196	389	-	-	165	420	31	132	225	-	21	10	
Very satisfied	344	109	70	130	34	**	344	90	253	**	96	248	**	**	90	253	**	73	134	**	**	**	
	59%	53%	60%	70%	45%	**	59%	55%	60%	**	49%	64%	**	**	55%	60%	**	55%	60%	**	**	**	
			d	abd								j											
Fairly satisfied	184	70	47	39	29	**	184	57	127	**	72	112	**	**	57	127	**	44	69	**	**	**	
	31%	34%	39%	21%	39%	**	31%	34%	30%	**	37%	29%	**	**	34%	30%	**	34%	31%	**	**	**	
		c	c		c						k												
TOTAL SATISFIED	528	179	117	169	63	**	528	147	381	**	169	359	**	**	147	381	**	117	203	**	**	**	
	90%	86%	99%	91%	84%	**	90%	89%	91%	**	86%	92%	**	**	89%	91%	**	89%	90%	**	**	**	
			acd	ad								j											
Neither	35	23	-	8	4	**	35	9	26	**	12	23	**	**	9	26	**	7	12	**	**	**	
	6%	11%	-%	4%	6%	**	6%	5%	6%	**	6%	6%	**	**	5%	6%	**	6%	5%	**	**	**	
		bc		b	b																		
Fairly dissatisfied	13	3	*	5	5	**	13	4	9	**	8	5	**	**	4	9	**	4	4	**	**	**	
	2%	2%	*%	3%	6%	**	2%	3%	2%	**	4%	1%	**	**	3%	2%	**	3%	2%	**	**	**	
				b	ab						k												
Very dissatisfied	9	2	1	3	3	**	9	4	5	**	7	1	**	**	4	5	**	3	6	**	**	**	
	1%	1%	1%	1%	4%	**	1%	2%	1%	**	4%	*%	**	**	2%	1%	**	2%	3%	**	**	**	
					ab						k												
TOTAL DISSATISFIED	22	5	1	8	8	**	22	8	14	**	15	7	**	**	8	14	**	7	10	**	**	**	
	4%	3%	1%	4%	10%	**	4%	5%	3%	**	8%	2%	**	**	5%	3%	**	5%	4%	**	**	**	
				b	abc						k												

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 177**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

															SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH			
	TV INDEX					TV		TV SWITCH			PAY TV		TV									
	INTER-					SIMPLE	STAND-	LAST 12			BUNDLE		STANDA									
	INAC-TIVE	PASSIVE	ESTED	ENG-AGED		BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	ITCHERS	SWITCH	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
Significance Level: 95%	Total	a	b	c	d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	q	r	~s	~t	~u
Unweighted total	1044	388	204	328	124	-	1044	284	760	52	343	701	-	-	284	760	51	230	404	-	36	16
Effective Weighted Sample	976	363	190	306	117	-	976	267	709	49	322	653	-	-	267	709	48	216	381	-	34	15
Total	591	213	118	185	75	-	591	165	425	32	197	393	-	-	165	425	31	132	227	-	21	10
Don't know	5	5	-	-	-	**	5	1	5	**	1	4	**	**	1	5	**	1	2	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 177**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1044	40	282	366	192	356	164	180	319	545	504	540	219	291	226	308	510	534	852	192
Effective Weighted Sample	976	39	275	351	188	348	160	176	305	523	472	504	211	275	220	289	481	497	796	180
Total	591	29	202	202	85	158	72	130	201	260	293	297	149	156	102	183	305	285	484	107
Base for % (Unweighted and weighted)	1034	**	280	363	190	351	161	178	317	539	498	536	215	291	223	305	506	528	844	190
	585	29	201	200	84	155	71	128	200	257	290	295	147	156	101	181	303	282	479	106
Very satisfied	344	**	108	118	54	104	50	69	108	166	170	174	82	90	57	114	172	171	284	60
	59%	**	54%	59%	64% b	67% bc	70% bc	54%	54%	65% gh	59%	59%	56%	58%	56%	63%	57%	61%	59%	57%
Fairly satisfied	184	**	70	62	23	41	17	45	70	70	90	94	49	51	34	50	100	84	153	31
	31%	**	35% ef	31%	28%	26%	24%	35% i	35% i	27%	31%	32%	34%	33%	34%	27%	33%	30%	32%	30%
TOTAL SATISFIED	528	**	178	179	77	144	67	114	178	236	260	268	131	141	91	164	273	255	436	92
	90%	**	89%	90%	92%	93%	95% b	89%	89%	92%	90%	91%	90%	91%	90%	91%	90%	90%	91%	86%
Neither	35	**	14	14	4	5	2	8	15	11	19	17	12	9	5	9	20	15	25	10
	6%	**	7% ef	7% ef	4%	3%	2%	7%	8% i	4%	6%	6%	8%	6%	5%	5%	7%	5%	5%	9% r
Fairly dissatisfied	13	**	3	4	3	5	2	3	2	8	6	8	2	3	4	4	6	8	12	2
	2%	**	2%	2%	3%	3%	3%	3%	1%	3%	2%	3%	2%	2%	4%	2%	2%	3%	2%	2%
Very dissatisfied	9	**	6	2	1	1	-	3	4	2	5	3	2	2	1	4	4	5	6	3
	1%	**	3% ef	1%	1%	1%	-%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	3%
TOTAL DISSATISFIED	22	**	9	7	3	6	2	6	6	10	11	11	4	6	5	8	10	12	17	5
	4%	**	4%	3%	4%	4%	3%	5%	3%	4%	4%	4%	3%	4%	5%	4%	3%	4%	4%	4%
Don't know	5	**	1	2	1	2	1	1	1	3	3	2	2	-	1	2	2	3	4	1

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 177**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	1044	855	93	67	29	302	31
Effective Weighted Sample	976	798	87	63	27	283	29
Total	591	483	53	37	17	172	19
Base for % (Unweighted and weighted)	1034	847	**	**	**	300	**
	585	479	53	37	17	171	19
Very satisfied	344	281	**	**	**	83	**
	59%	59%	**	**	**	49%	**
Fairly satisfied	184	152	**	**	**	65	**
	31%	32%	**	**	**	38%	**
TOTAL SATISFIED	528	433	**	**	**	148	**
	90%	90%	**	**	**	86%	**
Neither	35	30	**	**	**	11	**
	6%	6%	**	**	**	7%	**
Fairly dissatisfied	13	9	**	**	**	8	**
	2%	2%	**	**	**	5%	**
Very dissatisfied	9	7	**	**	**	4	**
	1%	1%	**	**	**	2%	**
TOTAL DISSATISFIED	22	16	**	**	**	12	**
	4%	3%	**	**	**	7%	**
Don't know	5	4	**	**	**	1	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 178**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are... by TV CROSS-BREAKS**

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				BUNDLE	SIMPLE STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Significance Level: 95%																						
Unweighted total	784	170	144	266	204	784	-	393	391	86	732	52	393	391	-	-	81	310	-	657	26	60
Effective Weighted Sample	737	160	135	251	193	737	-	370	368	81	689	50	370	368	-	-	77	292	-	620	24	57
Total	457	95	84	152	126	457	-	229	227	52	431	26	229	227	-	-	50	177	-	387	16	36
Base for % (Unweighted and weighted)	779	167	144	264	204	779	**	391	388	**	730	**	391	388	**	**	**	308	**	654	**	**
	454	93	84	152	126	454	-	228	226	52	430	25	228	226	-	-	50	177	-	386	16	36
Very satisfied	228	32	41	90	64	228	**	121	107	**	216	**	121	107	**	**	**	89	**	192	**	**
	50%	35%	49%	60%	51%	50%	**	53%	47%	**	50%	**	53%	47%	**	**	**	50%	**	50%	**	**
			a	ab	a																	
Fairly satisfied	165	41	42	44	38	165	**	83	82	**	156	**	83	82	**	**	**	69	**	144	**	**
	36%	44%	51%	29%	30%	36%	**	36%	36%	**	36%	**	36%	36%	**	**	**	39%	**	37%	**	**
		cd	cd																			
TOTAL SATISFIED	393	74	83	135	102	393	**	204	188	**	372	**	204	188	**	**	**	158	**	336	**	**
	86%	79%	99%	89%	81%	86%	**	89%	84%	**	87%	**	89%	84%	**	**	**	89%	**	87%	**	**
			acd	ad				h					m									
Neither	22	12	-	4	5	22	**	9	13	**	19	**	9	13	**	**	**	7	**	16	**	**
	5%	13%	-%	3%	4%	5%	**	4%	6%	**	4%	**	4%	6%	**	**	**	4%	**	4%	**	**
		bcd		b	b																	
Fairly dissatisfied	25	5	-	9	11	25	**	8	16	**	24	**	8	16	**	**	**	6	**	21	**	**
	5%	5%	-%	6%	9%	5%	**	4%	7%	**	6%	**	4%	7%	**	**	**	4%	**	5%	**	**
		b		b	b			g					l									
Very dissatisfied	15	3	1	4	8	15	**	7	8	**	14	**	7	8	**	**	**	6	**	12	**	**
	3%	3%	1%	3%	6%	3%	**	3%	3%	**	3%	**	3%	3%	**	**	**	3%	**	3%	**	**
				b																		
TOTAL DISSATISFIED	40	7	1	13	19	40	**	16	24	**	39	**	16	24	**	**	**	12	**	33	**	**
	9%	8%	1%	9%	15%	9%	**	7%	11%	**	9%	**	7%	11%	**	**	**	7%	**	9%	**	**
		b		b	abc																	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 178**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-		BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	~f	g	h	~i	j	~k	l	m	~n	~o	~p	q	~r	s	~t	~u
Unweighted total	784	170	144	266	204	784	-	393	391	86	732	52	393	391	-	-	81	310	-	657	26	60
Effective Weighted Sample	737	160	135	251	193	737	-	370	368	81	689	50	370	368	-	-	77	292	-	620	24	57
Total	457	95	84	152	126	457	-	229	227	52	431	26	229	227	-	-	50	177	-	387	16	36
Don't know	2	2	-	1	-	2	**	1	2	**	1	**	1	2	**	**	**	1	**	1	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 178**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	784	34	303	301	87	146	59	155	358	271	384	400	186	265	174	159	451	333	715	69
Effective Weighted Sample	737	33	296	288	85	143	58	151	340	260	362	377	182	254	170	151	428	313	673	65
Total	457	22	212	159	38	64	26	106	221	130	234	222	135	145	80	96	280	177	416	40
Base for % (Unweighted and weighted)	779	**	302	301	**	142	**	154	358	267	382	397	185	263	173	158	448	331	711	**
	454	22	211	159	37	63	26	105	221	128	233	221	134	144	80	96	278	176	414	40
Very satisfied	228	**	113	65	**	37	**	61	107	60	115	113	56	69	43	59	125	102	213	**
	50%	**	53%	41%	**	59%	**	58%	48%	47%	49%	51%	42%	48%	54%	61%	45%	58%	51%	**
			c			c		hi							l	lm		p		
Fairly satisfied	165	**	73	64	**	22	**	33	84	48	88	77	56	55	28	26	111	54	145	**
	36%	**	35%	40%	**	35%	**	31%	38%	38%	38%	35%	42%	38%	35%	27%	40%	30%	35%	**
													o	o			q			
TOTAL SATISFIED	393	**	186	128	**	59	**	93	191	108	202	190	112	124	71	85	237	156	358	**
	86%	**	88%	81%	**	94%	**	89%	86%	85%	87%	86%	84%	86%	89%	88%	85%	89%	87%	**
			c			bc														
Neither	22	**	6	13	**	2	**	3	9	9	12	9	3	9	5	5	12	9	19	**
	5%	**	3%	8%	**	3%	**	3%	4%	7%	5%	4%	3%	6%	6%	5%	4%	5%	5%	**
				be																
Fairly dissatisfied	25	**	13	11	**	1	**	5	14	6	13	12	12	6	1	5	18	7	23	**
	5%	**	6%	7%	**	2%	**	4%	6%	5%	5%	5%	9%	4%	2%	6%	6%	4%	6%	**
			e	e									mn							
Very dissatisfied	15	**	6	7	**	1	**	4	7	4	6	9	6	5	3	1	11	4	14	**
	3%	**	3%	5%	**	1%	**	3%	3%	3%	3%	4%	5%	3%	3%	1%	4%	2%	3%	**
TOTAL DISSATISFIED	40	**	19	18	**	2	**	8	21	11	19	21	18	11	4	7	29	11	36	**
	9%	**	9%	11%	**	3%	**	8%	9%	8%	8%	9%	14%	7%	5%	7%	10%	6%	9%	**
			e	e									mno				q			
Don't know	2	**	1	-	**	2	**	1	-	2	1	2	1	1	*	*	2	1	2	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 178**

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

**QT5. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider - (TV SERVICE PROVIDER)? Would you say you are...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	784	669	64	30	21	339	293
Effective Weighted Sample	737	630	60	28	20	319	275
Total	457	391	38	16	12	200	171
Base for % (Unweighted and weighted)	779	664	**	**	**	339	291
	454	389	38	16	12	200	169
Very satisfied	228	193	**	**	**	103	88
	50%	50%	**	**	**	52%	52%
Fairly satisfied	165	144	**	**	**	77	55
	36%	37%	**	**	**	39%	32%
TOTAL SATISFIED	393	337	**	**	**	180	142
	86%	87%	**	**	**	90% f	84%
Neither	22	19	**	**	**	8	8
	5%	5%	**	**	**	4%	5%
Fairly dissatisfied	25	21	**	**	**	6	12
	5%	5%	**	**	**	3%	7% e
Very dissatisfied	15	12	**	**	**	5	7
	3%	3%	**	**	**	3%	4%
TOTAL DISSATISFIED	40	33	**	**	**	12	19
	9%	9%	**	**	**	6%	11% e
Don't know	2	2	**	**	**	-	1

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 179**

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

**QT7. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Thinking just about your TV service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

													SWITCHED WHEN									
	TV INDEX				TV		TV SWITCH			PAY TV		TV				MOVING		BUNDLE TYPE		TV SWITCH		
	Total			INTER-	ENG-AGED	SIMPLE		STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED		BUNDLE	ALONE						SWITCHERS	NON-SWITCHERS	SWITCH	NON SW						
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Yes - in the last 6 months	40	2	3	10	25	25	15	40	-	40	31	8	25	-	15	-	10	29	6	23	**	**
	4%	1%	1%	3%	12%	5%	2%	10%	-%	47%	5%	2%	11%	-%	9%	-%	13%	9%	3%	6%	**	**
				a	abc	f		h		gh	k		mo		mo					r		
Yes - 7 to 12 months ago	44	3	3	7	32	27	17	44	-	44	32	12	27	-	17	-	10	35	8	23	**	**
	4%	1%	1%	2%	16%	6%	3%	11%	-%	53%	5%	3%	12%	-%	10%	-%	12%	11%	3%	6%	**	**
				abc		f		h		gh	k		mo		mo							
Yes - 13 to 18 months ago	30	*	2	10	18	19	11	30	-	-	26	4	19	-	11	-	6	24	2	17	**	**
	3%	0%	1%	3%	9%	4%	2%	8%	-%	-%	4%	1%	8%	-%	7%	-%	7%	8%	1%	4%	**	**
				ab	abc	f		hi			k		mo		mo					r		
Yes - 1.5 to 2 years ago	32	-	1	9	22	21	11	32	-	-	24	8	21	-	11	-	8	22	4	19	**	**
	3%	0%	0%	3%	11%	5%	2%	8%	-%	-%	4%	2%	9%	-%	6%	-%	10%	7%	2%	5%	**	**
				ab	abc	f		hi			k		mo		mo					r		
Yes - 2 to 3 years ago	49	14	17	13	5	24	25	49	-	-	30	19	24	-	25	-	10	38	11	19	**	**
	5%	5%	9%	4%	3%	5%	4%	12%	-%	-%	5%	4%	10%	-%	15%	-%	12%	12%	5%	5%	**	**
			acd					hi					mo		mo							
Yes - more than 3 years ago	200	49	47	72	31	113	87	200	-	-	147	52	113	-	87	-	37	162	40	98	**	**
	19%	16%	23%	21%	16%	25%	15%	51%	-%	-%	23%	13%	49%	-%	53%	-%	46%	52%	18%	25%	**	**
			ad	ad		f		hi			k		mo		mo					r		
No - never changed provider	652	239	129	216	68	227	425	-	652	-	336	316	-	227	-	425	-	-	155	189	**	**
	62%	78%	64%	64%	34%	50%	72%	-%	100%	-%	54%	75%	-%	100%	-%	100%	-%	-%	68%	49%	**	**
		bcd	d	d			e		gi		j		ln		ln				s			
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 179**

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

**QT7. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Thinking just about your TV service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Yes - in the last 6 months	40	**	22	12	1	3	2	15	19	6	17	23	13	11	6	9	25	15	37	2
	4%	**	5%	3%	1%	1%	2%	6%	4%	2%	3%	4%	5%	4%	3%	3%	4%	3%	4%	2%
			def	e				i	i										s	
Yes - 7 to 12 months ago	44	**	22	15	4	5	1	10	24	10	20	24	13	13	6	12	26	18	40	4
	4%	**	5%	4%	3%	2%	1%	4%	6%	3%	4%	5%	4%	4%	3%	4%	4%	4%	4%	3%
			ef	f				i	i											
Yes - 13 to 18 months ago	30	**	17	10	*	1	1	10	15	5	15	15	10	7	9	4	17	13	28	3
	3%	**	4%	3%	*%	1%	1%	4%	3%	1%	3%	3%	3%	2%	5%	1%	3%	3%	3%	2%
			def	de				i	i				o		mo					
Yes - 1.5 to 2 years ago	32	**	19	11	1	3	2	7	18	8	18	14	9	9	6	8	18	14	27	5
	3%	**	4%	3%	1%	1%	2%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
			de					i	i											
Yes - 2 to 3 years ago	49	**	23	15	5	8	3	15	17	16	27	22	16	16	5	13	31	17	43	5
	5%	**	5%	4%	4%	4%	3%	7%	4%	4%	5%	4%	6%	5%	3%	5%	5%	4%	5%	4%
													n	n						
Yes - more than 3 years ago	200	**	74	78	28	44	16	31	89	80	104	96	56	60	39	44	117	83	176	24
	19%	**	18%	22%	22%	20%	16%	13%	21%	20%	20%	19%	20%	20%	22%	16%	20%	18%	20%	16%
									g	g					o					
No - never changed provider	652	**	237	219	84	158	74	148	241	264	327	325	168	184	111	190	352	301	548	104
	62%	**	57%	61%	68%	71%	75%	63%	57%	68%	62%	63%	59%	61%	61%	68%	60%	65%	61%	71%
					bc	bc	bc			h						lmn	p		r	

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 179**

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

**QT7. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Thinking just about your TV service rather than any other service you have in your package with (BUNDLE PROVIDER)...) Have you or your household ever CHANGED the company that provides your MAIN television service? IF YES - When did you most recently change provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	NATION					PAY TV SUPPLIER	
	Total	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Yes - in the last 6 months	40	33	2	**	**	12	13
	4%	4%	3%	**	**	3%	7% e
Yes - 7 to 12 months ago	44	39	2	**	**	14	10
	4%	4%	2%	**	**	4%	5%
Yes - 13 to 18 months ago	30	29	1	**	**	12	9
	3%	3%	1%	**	**	3%	5%
Yes - 1.5 to 2 years ago	32	26	3	**	**	11	8
	3%	3%	3%	**	**	3%	4%
Yes - 2 to 3 years ago	49	43	1	**	**	13	10
	5%	5% b	1%	**	**	4%	6%
Yes - more than 3 years ago	200	173	17	**	**	84	48
	19%	20%	18%	**	**	22%	25%
No - never changed provider	652	531	65	**	**	226	91
	62%	61%	71% a	**	**	61% f	48%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 180**

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

**NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently by TV CROSS-BREAKS**

Base : Those who have ever changed TV service provider

	SWITCHED WHEN MOVING																BUNDLE TYPE		TV SWITCH			
	TV INDEX				TV		TV SWITCH		PAY TV		TV											
	INTER-				SIMPLE		STAND-		LAST		BUNDLE		STANDA									
	ESTED ENG-AGED				BUNDLE		ALONE		NEVER		MONTHS		NON-SW		LONE							
Total	INAC-TIVE	PASSIVE						EVER			YES	NO	ERS	ITCHERS	SWITCH	NON	ERS	NO	DUAL	TRIPLE	SINGLE	MULTIPL
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Significance Level: 95%																						
Unweighted total	677	126	125	210	216	393	284	677	-	138	496	181	393	-	284	-	132	540	125	337	62	76
Effective Weighted Sample	637	119	117	198	204	370	267	637	-	131	467	170	370	-	267	-	125	507	118	318	58	72
Total	395	68	73	121	133	229	165	395	-	84	291	103	229	-	165	-	82	310	72	198	37	47
Yes	82	16	19	33	15	50	31	82	**	20	62	19	50	**	31	**	82	-	15	44	**	**
	21%	23%	25%	27%	11%	22%	19%	21%	**	24%	21%	19%	22%	**	19%	**	100%	-%	21%	22%	**	**
		d	d	d													q					
No	310	52	54	88	115	177	132	310	**	64	227	83	177	**	132	**	-	310	57	154	**	**
	78%	77%	75%	73%	87%	77%	80%	78%	**	76%	78%	80%	77%	**	80%	**	-%	100%	79%	78%	**	**
				abc													p					
Don't know	4	-	-	*	3	2	2	4	**	-	3	1	2	**	2	**	-	-	*	-	**	**
	1%	-%	-%	*%	2%	1%	1%	1%	**	-%	1%	1%	1%	**	1%	**	-%	-%	1%	-%	**	**
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 180**

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

**NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently by TV CROSS-BREAKS**

Base : Those who have ever changed TV service provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	677	19	252	263	89	143	54	127	291	259	331	346	162	213	155	147	375	302	603	74
Effective Weighted Sample	637	18	245	252	87	139	53	123	277	248	312	325	158	203	151	139	356	284	567	70
Total	395	13	177	142	40	64	24	87	182	126	200	194	117	117	71	90	234	161	351	43
Yes	82	**	44	25	**	8	**	26	40	16	38	43	24	27	11	19	52	30	73	**
	21%	**	25%	18%	**	13%	**	29%	22%	13%	19%	22%	21%	23%	15%	21%	22%	19%	21%	**
			ce					i	i											
No	310	**	129	117	**	56	**	59	141	110	160	150	91	90	59	70	180	129	275	**
	78%	**	73%	82%	**	87%	**	67%	78%	87%	80%	77%	78%	77%	83%	78%	77%	80%	78%	**
				b		b			g	gh										
Don't know	4	**	4	-	**	-	**	3	1	-	2	1	2	-	1	1	2	2	4	**
	1%	**	2%	-%	**	-%	**	3%	*%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	**
			c					hi												

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 180**

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

**NQT7a. Did you make this change of provider for your television service at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently by TV CROSS-BREAKS**

Base : Those who have ever changed TV service provider

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	677	584	48	34	11	253	165
Effective Weighted Sample	637	549	46	32	10	239	155
Total	395	343	26	19	6	146	98
Yes	82	73	**	**	**	29	24
	21%	21%	**	**	**	20%	25%
No	310	267	**	**	**	116	74
	78%	78%	**	**	**	79%	75%
Don't know	4	4	**	**	**	2	-
	1%	1%	**	**	**	1%	-%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 181**

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

**NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)?**  
by TV CROSS-BREAKS

Base : Those who have changed their TV service provider in the last 12 months

													SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH					
	TV INDEX				TV		TV SWITCH		PAY TV		TV											
	INTER-				SIMPLE		STAND-				BUNDLE		STANDA									
	ENG-AGED				BUNDLE		ALONE		LAST 12 MONTHS		NON-SWITCHERS		SWITCHERS		NON-SWITCHERS							
	Total	INACTIVE	PASSIVE	ESTED	EVER	NEVER	NEVER	YES	NO	YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	
Significance Level: 95%	~a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	
Unweighted total	138	8	9	29	92	86	52	138	-	138	104	34	86	-	52	-	33	105	24	73	62	76
Effective Weighted Sample	131	8	9	28	87	81	49	131	-	131	99	32	81	-	49	-	32	99	23	69	58	72
Total	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	37	47
Sky	29	**	**	**	**	**	**	29	**	29	21	**	**	**	**	**	**	19	**	**	**	**
	34%	**	**	**	**	**	**	34%	**	34%	33%	**	**	**	**	**	**	30%	**	**	**	**
Virgin Media	15	**	**	**	**	**	**	15	**	15	8	**	**	**	**	**	**	11	**	**	**	**
	17%	**	**	**	**	**	**	17%	**	17%	13%	**	**	**	**	**	**	17%	**	**	**	**
BT	9	**	**	**	**	**	**	9	**	9	8	**	**	**	**	**	**	8	**	**	**	**
	11%	**	**	**	**	**	**	11%	**	11%	13%	**	**	**	**	**	**	12%	**	**	**	**
TalkTalk	5	**	**	**	**	**	**	5	**	5	5	**	**	**	**	**	**	3	**	**	**	**
	6%	**	**	**	**	**	**	6%	**	6%	8%	**	**	**	**	**	**	5%	**	**	**	**
Freesat	4	**	**	**	**	**	**	4	**	4	3	**	**	**	**	**	**	3	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	5%	4%	**	**	**	**	**	**	5%	**	**	**	**
EE	1	**	**	**	**	**	**	1	**	1	1	**	**	**	**	**	**	1	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	2%	1%	**	**	**	**	**	**	2%	**	**	**	**
Other	16	**	**	**	**	**	**	16	**	16	14	**	**	**	**	**	**	13	**	**	**	**
	19%	**	**	**	**	**	**	19%	**	19%	22%	**	**	**	**	**	**	20%	**	**	**	**
Don't know	5	**	**	**	**	**	**	5	**	5	4	**	**	**	**	**	**	5	**	**	**	**
	6%	**	**	**	**	**	**	6%	**	6%	6%	**	**	**	**	**	**	8%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 181**

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

**NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)?  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	138	7	62	52	11	17	6	36	68	34	60	78	35	44	26	33	79	59	127	11
Effective Weighted Sample	131	7	61	50	11	17	6	35	65	33	57	74	34	43	25	32	76	56	120	11
Total	84	4	45	27	5	8	3	24	43	17	37	47	26	25	12	21	51	33	77	7
Sky	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34%	**
Virgin Media	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
BT	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**
TalkTalk	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
Freesat	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
EE	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**
Other	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 181**

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

**NQT7c. Which provider did you use for your TV service before switching to (TV SERVICE PROVIDER)?  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	138	119	7	10	2	46	37
Effective Weighted Sample	131	113	7	9	2	44	35
Total	84	72	4	6	1	26	23
Sky	29	22	**	**	**	**	**
	34%	31%	**	**	**	**	**
Virgin Media	15	14	**	**	**	**	**
	17%	20%	**	**	**	**	**
BT	9	8	**	**	**	**	**
	11%	11%	**	**	**	**	**
TalkTalk	5	3	**	**	**	**	**
	6%	4%	**	**	**	**	**
Freesat	4	4	**	**	**	**	**
	5%	5%	**	**	**	**	**
EE	1	1	**	**	**	**	**
	2%	2%	**	**	**	**	**
Other	16	15	**	**	**	**	**
	19%	21%	**	**	**	**	**
Don't know	5	5	**	**	**	**	**
	6%	7%	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 182**

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

**NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)?**

**by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	LAST 12 MONTHS NEVER			YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	~a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	
Unweighted total	138	8	9	29	92	86	52	138	-	138	104	34	86	-	52	-	33	105	24	73	62	76
Effective Weighted Sample	131	8	9	28	87	81	49	131	-	131	99	32	81	-	49	-	32	99	23	69	58	72
Total	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	37	47
No, did not receive any other services	34	**	**	**	**	**	**	34	**	34	26	**	**	**	**	**	**	27	**	**	**	**
	40%	**	**	**	**	**	**	40%	**	40%	41%	**	**	**	**	**	**	43%	**	**	**	**
Fixed broadband service	45	**	**	**	**	**	**	45	**	45	35	**	**	**	**	**	**	32	**	**	**	**
	53%	**	**	**	**	**	**	53%	**	53%	55%	**	**	**	**	**	**	50%	**	**	**	**
Landline phone service	39	**	**	**	**	**	**	39	**	39	32	**	**	**	**	**	**	28	**	**	**	**
	47%	**	**	**	**	**	**	47%	**	47%	50%	**	**	**	**	**	**	43%	**	**	**	**
Mobile phone service	6	**	**	**	**	**	**	6	**	6	4	**	**	**	**	**	**	4	**	**	**	**
	7%	**	**	**	**	**	**	7%	**	7%	6%	**	**	**	**	**	**	7%	**	**	**	**
Mobile broadband service	4	**	**	**	**	**	**	4	**	4	2	**	**	**	**	**	**	3	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	5%	3%	**	**	**	**	**	**	5%	**	**	**	**
Don't know	3	**	**	**	**	**	**	3	**	3	2	**	**	**	**	**	**	2	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	3%	3%	**	**	**	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 182**

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

**NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)?**

**by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	138	7	62	52	11	17	6	36	68	34	60	78	35	44	26	33	79	59	127	11
Effective Weighted Sample	131	7	61	50	11	17	6	35	65	33	57	74	34	43	25	32	76	56	120	11
Total	84	4	45	27	5	8	3	24	43	17	37	47	26	25	12	21	51	33	77	7
No, did not receive any other services	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	**
Fixed broadband service	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	41	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	54%	**
Landline phone service	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	46%	**
Mobile phone service	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**
Mobile broadband service	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 182**

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

**NQT7d. Did you receive any OTHER services from (PREVIOUS TV SERVICE PROVIDER) as well as your TV service at the time you switched to (TV SERVICE PROVIDER)? IF YES - Which other services did you receive from (PREVIOUS TV SERVICE PROVIDER)?**

**by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	138	119	7	10	2	46	37
Effective Weighted Sample	131	113	7	9	2	44	35
Total	84	72	4	6	1	26	23
No, did not receive any other services	34	31	**	**	**	**	**
	40%	42%	**	**	**	**	**
Fixed broadband service	45	37	**	**	**	**	**
	53%	52%	**	**	**	**	**
Landline phone service	39	34	**	**	**	**	**
	47%	47%	**	**	**	**	**
Mobile phone service	6	5	**	**	**	**	**
	7%	6%	**	**	**	**	**
Mobile broadband service	4	3	**	**	**	**	**
	5%	4%	**	**	**	**	**
Don't know	3	2	**	**	**	**	**
	3%	3%	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 183**

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

**NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services?  
by TV CROSS-BREAKS**

Base : Those who received other services from their previous TV service provider at the time they switched

											SWITCHED WHEN MOVING						BUNDLE TYPE		TV SWITCH			
	TV INDEX				TV		TV SWITCH		PAY TV		TV											
	Total	INTER- INACTIVE	PASSIVE	ESTED ENGAGED	SIMPLE BUNDLE	STAND- ALONE	LAST 12 MONTHS	NEVER	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE		
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u	
Unweighted total	77	6	7	17	47	48	29	77	-	77	58	19	48	-	29	-	21	56	14	39	22	55
Effective Weighted Sample	73	6	7	16	44	45	28	73	-	73	55	18	45	-	28	-	20	53	13	37	21	52
Total	48	4	4	10	29	29	18	48	-	48	36	12	29	-	18	-	13	34	8	24	14	34
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All separate services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 183**

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

**NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services?  
by TV CROSS-BREAKS**

Base : Those who received other services from their previous TV service provider at the time they switched

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s
Unweighted total	77	4	32	32	7	9	2	20	37	20	33	44	25	18	14	20	43	34	71	6
Effective Weighted Sample	73	4	31	31	7	9	2	19	35	19	31	42	24	17	14	19	41	32	67	6
Total	48	2	24	17	3	4	1	14	23	10	20	27	18	10	7	13	28	19	44	4
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All separate services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 183**

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

**NQT7f. You said you received (SERVICES AT NQT7D) from (PREVIOUS TV SERVICE PROVIDER). Did you get these services as a package/ bundle or separate services?  
by TV CROSS-BREAKS**

Base : Those who received other services from their previous TV service provider at the time they switched

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	77	65	5	6	1	25	23
Effective Weighted Sample	73	62	5	6	1	24	22
Total	48	40	3	4	1	14	15
Fixed broadband service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Mobile broadband service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
All separate services	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 184**

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

**INCIDENCE OF TV SERVICE SWITCHING OPTIONS  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INACTIVE	PASSIVE	ESTED	INTER-ENGAGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	
Unweighted total	138	8	9	29	92	86	52	138	-	138	104	34	86	-	52	-	33	105	24	73	62	76
Effective Weighted Sample	131	8	9	28	87	81	49	131	-	131	99	32	81	-	49	-	32	99	23	69	58	72
Total	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	37	47
TV service switched from a bundle to a bundle	26	**	**	**	**	**	**	26	**	26	25	**	**	**	**	**	**	18	**	**	**	**
	30%	**	**	**	**	**	**	30%	**	30%	39%	**	**	**	**	**	**	29%	**	**	**	**
TV service switched from a bundle to a standalone provider	14	**	**	**	**	**	**	14	**	14	5	**	**	**	**	**	**	11	**	**	**	**
	17%	**	**	**	**	**	**	17%	**	17%	8%	**	**	**	**	**	**	17%	**	**	**	**
TV service switched from a standalone provider to a bundle	27	**	**	**	**	**	**	27	**	27	26	**	**	**	**	**	**	23	**	**	**	**
	32%	**	**	**	**	**	**	32%	**	32%	40%	**	**	**	**	**	**	35%	**	**	**	**
TV service switched from a standalone provider to a standalone provider	18	**	**	**	**	**	**	18	**	18	8	**	**	**	**	**	**	12	**	**	**	**
	21%	**	**	**	**	**	**	21%	**	21%	13%	**	**	**	**	**	**	19%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 184**

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

**INCIDENCE OF TV SERVICE SWITCHING OPTIONS  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	138	7	62	52	11	17	6	36	68	34	60	78	35	44	26	33	79	59	127	11
Effective Weighted Sample	131	7	61	50	11	17	6	35	65	33	57	74	34	43	25	32	76	56	120	11
Total	84	4	45	27	5	8	3	24	43	17	37	47	26	25	12	21	51	33	77	7
TV service switched from a bundle to a bundle	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32%	**
TV service switched from a bundle to a standalone provider	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%	**
TV service switched from a standalone provider to a bundle	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	32%	**
TV service switched from a standalone provider to a standalone provider	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 184**

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

**INCIDENCE OF TV SERVICE SWITCHING OPTIONS  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	138	119	7	10	2	46	37
Effective Weighted Sample	131	113	7	9	2	44	35
Total	84	72	4	6	1	26	23
TV service switched from a bundle to a bundle	26	21	**	**	**	**	**
	30%	28%	**	**	**	**	**
TV service switched from a bundle to a standalone provider	14	13	**	**	**	**	**
	17%	17%	**	**	**	**	**
TV service switched from a standalone provider to a bundle	27	23	**	**	**	**	**
	32%	32%	**	**	**	**	**
TV service switched from a standalone provider to a standalone provider	18	16	**	**	**	**	**
	21%	22%	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 185**

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

**QT7a. And was your previous MAIN television service...  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	INTER-				SIMPLE STAND-		LAST 12 MONTHS					BUNDLE BUNDLE STANDALONE										
	Total	INAC-TIVE	PASSIVE	ESTED ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	NON-SWITCHERS	SWLONE	NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
		~a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	138	8	9	29	92	86	52	138	-	138	104	34	86	-	52	-	33	105	24	73	62	76
Effective Weighted Sample	131	8	9	28	87	81	49	131	-	131	99	32	81	-	49	-	32	99	23	69	58	72
Total	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	37	47
Satellite TV with a paid subscription (from Sky)	35	**	**	**	**	**	**	35	**	35	29	**	**	**	**	**	**	25	**	**	**	**
	41%	**	**	**	**	**	**	41%	**	41%	45%	**	**	**	**	**	**	39%	**	**	**	**
Cable TV (through Virgin Media or other cable TV company)	14	**	**	**	**	**	**	14	**	14	9	**	**	**	**	**	**	11	**	**	**	**
	16%	**	**	**	**	**	**	16%	**	16%	14%	**	**	**	**	**	**	17%	**	**	**	**
Freeview, without additional paid content	14	**	**	**	**	**	**	14	**	14	10	**	**	**	**	**	**	13	**	**	**	**
	16%	**	**	**	**	**	**	16%	**	16%	16%	**	**	**	**	**	**	20%	**	**	**	**
Via a broadband DSL line (from BT TV or TalkTalk)	8	**	**	**	**	**	**	8	**	8	8	**	**	**	**	**	**	6	**	**	**	**
	10%	**	**	**	**	**	**	10%	**	10%	13%	**	**	**	**	**	**	9%	**	**	**	**
Freeview, with additional paid content	5	**	**	**	**	**	**	5	**	5	4	**	**	**	**	**	**	4	**	**	**	**
	6%	**	**	**	**	**	**	6%	**	6%	6%	**	**	**	**	**	**	7%	**	**	**	**
Satellite TV with no subscription (from Sky)	3	**	**	**	**	**	**	3	**	3	2	**	**	**	**	**	**	2	**	**	**	**
	4%	**	**	**	**	**	**	4%	**	4%	3%	**	**	**	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 185**

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

**QT7a. And was your previous MAIN television service...  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

													SWITCHED WHEN MOVING				BUNDLE TYPE		TV SWITCH			
	TV INDEX				TV		TV SWITCH		PAY TV		TV											
											BUNDLE		STANDA									
	INTER-				SIMPLE		STAND-		LAST				NON-SW		LONE							
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	SWITCHERS	ITCHERS	SWITCH	SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	~a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	
Unweighted total	138	8	9	29	92	86	52	138	-	138	104	34	86	-	52	-	33	105	24	73	62	76
Effective Weighted Sample	131	8	9	28	87	81	49	131	-	131	99	32	81	-	49	-	32	99	23	69	58	72
Total	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	37	47
An analogue service - so just channels 1-5	3	**	**	**	**	**	**	3	**	3	2	**	**	**	**	**	**	2	**	**	**	**
	4%	**	**	**	**	**	**	4%	**	4%	3%	**	**	**	**	**	**	3%	**	**	**	**
Other	2	**	**	**	**	**	**	2	**	2	1	**	**	**	**	**	**	1	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	3%	2%	**	**	**	**	**	**	2%	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 185**

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

**QT7a. And was your previous MAIN television service...  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	138	7	62	52	11	17	6	36	68	34	60	78	35	44	26	33	79	59	127	11
Effective Weighted Sample	131	7	61	50	11	17	6	35	65	33	57	74	34	43	25	32	76	56	120	11
Total	84	4	45	27	5	8	3	24	43	17	37	47	26	25	12	21	51	33	77	7
Satellite TV with a paid subscription (from Sky)	35 41%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	32 42%	** **
Cable TV (through Virgin Media or other cable TV company)	14 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 17%	** **
Freeview, without additional paid content	14 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 15%	** **
Via a broadband DSL line (from BT TV or TalkTalk)	8 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 8%	** **
Freeview, with additional paid content	5 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 7%	** **
Satellite TV with no subscription (from Sky)	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 4%	** **
An analogue service - so just channels 1-5	3 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 4%	** **
Other	2 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 3%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 185**

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

**QT7a. And was your previous MAIN television service...  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	138	119	7	10	2	46	37
Effective Weighted Sample	131	113	7	9	2	44	35
Total	84	72	4	6	1	26	23
Satellite TV with a paid subscription (from Sky)	35	28	**	**	**	**	**
	41%	38%	**	**	**	**	**
Cable TV (through Virgin Media or other cable TV company)	14	14	**	**	**	**	**
	16%	19%	**	**	**	**	**
Freeview, without additional paid content	14	13	**	**	**	**	**
	16%	18%	**	**	**	**	**
Via a broadband DSL line (from BT TV or TalkTalk)	8	6	**	**	**	**	**
	10%	8%	**	**	**	**	**
Freeview, with additional paid content	5	5	**	**	**	**	**
	6%	7%	**	**	**	**	**
Satellite TV with no subscription (from Sky)	3	3	**	**	**	**	**
	4%	4%	**	**	**	**	**
An analogue service - so just channels 1-5	3	3	**	**	**	**	**
	4%	4%	**	**	**	**	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 185**

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

**QT7a. And was your previous MAIN television service...  
by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	138	119	7	10	2	46	37
Effective Weighted Sample	131	113	7	9	2	44	35
Total	84	72	4	6	1	26	23
Other	2	1	**	**	**	**	**
	3%	2%	**	**	**	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 186**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	SWITCHED WHEN MOVING																BUNDLE TYPE		TV SWITCH				
	TV INDEX				TV		TV SWITCH			PAY TV		TV				BUNDLE		STANDALONE		DUAL	TRIPLE	SINGLE	MULTIPLE
	Total	INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCHERS	NON-SWITCHERS							
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76	
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72	
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47	
Very easy	409	84	68	160	97	192	217	225	184	58	256	153	126	66	98	118	55	168	89	167	**	**	
	39%	27%	34%	47%	48%	42%	37%	57%	28%	69%	41%	36%	55%	29%	59%	28%	68%	54%	39%	43%	**	**	
		a	a	ab	ab	f	h	h	gh				mo		mo		q						
Fairly easy	354	98	94	89	73	164	190	131	224	21	228	126	78	86	53	138	23	106	76	145	**	**	
	34%	32%	47%	26%	36%	36%	32%	33%	34%	25%	36%	30%	34%	38%	32%	32%	28%	34%	33%	38%	**	**	
		c	acd		c			i	i	k													
TOTAL EASY	763	182	162	249	170	356	407	355	408	79	484	279	204	152	151	256	78	273	165	312	**	**	
	73%	59%	80%	74%	85%	78%	69%	90%	63%	94%	77%	66%	89%	67%	91%	60%	96%	88%	73%	81%	**	**	
			ac	a	ac	f		h	h	k			mo	o	mo		q		r				
Fairly difficult	67	24	9	20	14	35	32	20	48	2	46	21	12	23	7	25	1	19	11	28	**	**	
	6%	8%	5%	6%	7%	8%	5%	5%	7%	3%	7%	5%	5%	10%	4%	6%	1%	6%	5%	7%	**	**	
						f			i		k			lno				p					
Very difficult	44	11	3	21	8	21	23	9	35	3	29	15	6	15	3	20	1	8	7	15	**	**	
	4%	4%	2%	6%	4%	5%	4%	2%	5%	3%	5%	4%	3%	7%	2%	5%	1%	3%	3%	4%	**	**	
				ab	b				g					ln		n							
TOTAL DIFFICULT	111	36	13	41	22	57	55	29	83	5	75	36	19	38	10	45	2	27	17	43	**	**	
	11%	12%	6%	12%	11%	12%	9%	7%	13%	6%	12%	9%	8%	17%	6%	11%	2%	9%	8%	11%	**	**	
		b		b	b	f			gi		k			lno		n		p					
Don't know	173	89	27	47	9	44	129	11	162	-	68	104	6	38	5	124	1	10	45	32	**	**	
	16%	29%	13%	14%	4%	10%	22%	3%	25%	-%	11%	25%	3%	17%	3%	29%	2%	3%	20%	8%	**	**	
		bcd	d	d		e	i	i	gi		j			ln		lmn			s				
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 186**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Very easy	409	**	198	133	36	55	18	115	181	112	205	204	106	123	73	106	229	179	360	49
	39%	**	48%	37%	29%	25%	19%	49%	43%	29%	39%	39%	37%	41%	40%	38%	39%	39%	40%	33%
			cdef	def	f			i	i										s	
Fairly easy	354	**	146	124	40	66	26	82	156	117	187	168	111	105	60	79	215	139	299	55
	34%	**	35%	34%	32%	30%	27%	35%	37%	30%	35%	32%	39%	35%	33%	28%	37%	30%	33%	38%
			ef	f				i	i				o	o			q			
TOTAL EASY	763	**	344	257	76	120	44	198	337	229	392	371	217	228	133	185	445	318	659	104
	73%	**	83%	71%	61%	54%	45%	84%	80%	59%	74%	71%	76%	76%	73%	66%	76%	69%	73%	71%
			cdef	def	f	f		i	i				o	o	o		q			
Fairly difficult	67	**	19	28	11	19	9	10	19	38	32	35	21	17	14	16	37	30	58	9
	6%	**	5%	8%	9%	9%	9%	4%	5%	10%	6%	7%	7%	6%	8%	6%	6%	6%	6%	6%
				b	b	b	b			gh										
Very difficult	44	**	10	21	5	12	6	5	16	23	19	25	10	12	6	16	21	23	35	9
	4%	**	2%	6%	4%	5%	6%	2%	4%	6%	4%	5%	3%	4%	3%	6%	4%	5%	4%	6%
			b	b		b	b			g										
TOTAL DIFFICULT	111	**	29	48	16	31	15	15	35	61	51	60	30	29	20	32	59	53	93	18
	11%	**	7%	13%	13%	14%	15%	6%	8%	16%	10%	12%	11%	10%	11%	12%	10%	11%	10%	12%
				b	b	b	b			gh										
Don't know	173	**	40	55	32	71	39	23	50	100	85	88	37	45	29	62	82	91	148	25
	16%	**	10%	15%	26%	32%	39%	10%	12%	26%	16%	17%	13%	15%	16%	22%	14%	20%	16%	17%
				b	bc	bc	bcde			gh						lmn		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 186**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Very easy	409	335	49	**	**	133	89
	39%	38%	53%	**	**	36%	47%
			a				e
Fairly easy	354	313	19	**	**	142	64
	34%	36%	21%	**	**	38%	34%
		b					
TOTAL EASY	763	648	68	**	**	275	153
	73%	74%	75%	**	**	74%	81%
							e
Fairly difficult	67	58	4	**	**	29	14
	6%	7%	4%	**	**	8%	7%
Very difficult	44	36	4	**	**	20	8
	4%	4%	4%	**	**	5%	4%
TOTAL DIFFICULT	111	95	7	**	**	49	22
	11%	11%	8%	**	**	13%	12%
Don't know	173	132	16	**	**	47	15
	16%	15%	17%	**	**	13%	8%
						f	

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 187**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**

**by SWITCHED LAST 2 YEARS WITHOUT MOVING**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

		<b>SWITCHED LAST 2 YEARS WITHOUT MOVING</b>
	Total	<b>ALL</b>
Unweighted total	1828	187
Effective Weighted Sample	1713	176
Total	1047	112
Very easy	409	69
	39%	62%
Fairly easy	354	34
	34%	30%
TOTAL EASY	763	103
	73%	92%
Fairly difficult	67	6
	6%	6%
Very difficult	44	2
	4%	2%
TOTAL DIFFICULT	111	8
	11%	8%
Don't know	173	1
	16%	1%

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 188**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

													SWITCHED WHEN									
	TV INDEX					TV		TV SWITCH			PAY TV		TV				MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-		ENG-AGED		SIMPLE		STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE			BUNDLE	ALONE						SWITCHERS	NON-SWITCHERS	SWITCH	NON-SWITCH						
Significance Level: 95%		a	b	c	d	~e	f	g	h	~i	j	k	~l	~m	n	o	~p	q	r	~s	~t	~u
Unweighted total	1044	388	204	328	124	-	1044	284	760	52	343	701	-	-	284	760	51	230	404	-	36	16
Effective Weighted Sample	976	363	190	306	117	-	976	267	709	49	322	653	-	-	267	709	48	216	381	-	34	15
Total	591	213	118	185	75	-	591	165	425	32	197	393	-	-	165	425	31	132	227	-	21	10
Very easy	217	59	41	84	33	**	217	98	118	**	70	147	**	**	98	118	**	75	89	**	**	**
	37%	28%	34%	45% ab	44% a	**	37%	59% h	28%	**	35%	37%	**	**	59% o	28%	**	57%	39%	**	**	**
Fairly easy	190	66	47	49	27	**	190	53	138	**	73	118	**	**	53	138	**	44	76	**	**	**
	32%	31%	40% ac	27% c	36% c	**	32%	32% h	32%	**	37% k	30%	**	**	32% o	32%	**	33%	33%	**	**	**
TOTAL EASY	407	125	88	133	60	**	407	151	256	**	142	264	**	**	151	256	**	119	165	**	**	**
	69%	59%	74% a	72% a	81% a	**	69%	91% h	60%	**	72%	67%	**	**	91% o	60%	**	90%	73%	**	**	**
Fairly difficult	32	13	6	9	4	**	32	7	25	**	12	20	**	**	7	25	**	6	11	**	**	**
	5%	6%	5%	5%	6%	**	5%	4%	6%	**	6%	5%	**	**	4%	6%	**	5%	5%	**	**	**
Very difficult	23	5	2	12	3	**	23	3	20	**	11	12	**	**	3	20	**	3	7	**	**	**
	4%	3%	2%	7% ab	4%	**	4%	2% g	5%	**	6% k	3%	**	**	2% n	5%	**	2%	3%	**	**	**
TOTAL DIFFICULT	55	18	8	21	8	**	55	10	45	**	24	31	**	**	10	45	**	9	17	**	**	**
	9%	9%	7%	12% g	10%	**	9%	6% g	11% g	**	12% k	8%	**	**	6% n	11% n	**	7% n	8% n	**	**	**
Don't know	129	69	23	30	7	**	129	5	124	**	31	98	**	**	5	124	**	5	45	**	**	**
	22%	33% bcd	19% d	16%	9%	**	22%	3% q	29% q	**	16%	25% i	**	**	3% n	29% n	**	4% n	20% n	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 188**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1044	40	282	366	192	356	164	180	319	545	504	540	219	291	226	308	510	534	852	192
Effective Weighted Sample	976	39	275	351	188	348	160	176	305	523	472	504	211	275	220	289	481	497	796	180
Total	591	29	202	202	85	158	72	130	201	260	293	297	149	156	102	183	305	285	484	107
Very easy	217	**	93	75	24	35	11	62	83	72	106	110	56	62	34	64	118	98	186	31
	37%	**	46%	37%	28%	22%	16%	48%	41%	28%	36%	37%	38%	40%	34%	35%	39%	34%	38%	29%
			cdef	def	f			i	i										s	
Fairly easy	190	**	68	65	27	47	20	46	68	76	97	93	53	51	34	52	104	86	147	43
	32%	**	34%	32%	32%	30%	28%	35%	34%	29%	33%	31%	36%	32%	33%	29%	34%	30%	30%	40%
																			r	
TOTAL EASY	407	**	161	141	51	82	31	108	151	148	203	204	110	113	68	116	222	184	333	74
	69%	**	80%	70%	59%	52%	43%	83%	75%	57%	69%	68%	74%	72%	67%	63%	73%	65%	69%	69%
			cdef	def	f			hi	i				o	o			q			
Fairly difficult	32	**	7	13	7	12	5	2	10	20	15	17	7	9	8	8	16	16	25	7
	5%	**	4%	6%	8%	7%	7%	2%	5%	8%	5%	6%	5%	6%	8%	4%	5%	5%	5%	7%
					b	b				g										
Very difficult	23	**	5	10	3	7	4	3	6	13	10	13	5	5	4	9	10	13	17	6
	4%	**	2%	5%	3%	5%	6%	2%	3%	5%	3%	4%	3%	3%	4%	5%	3%	5%	3%	6%
TOTAL DIFFICULT	55	**	12	23	9	19	10	5	16	34	25	30	12	14	12	17	26	29	42	13
	9%	**	6%	11%	11%	12%	13%	4%	8%	13%	8%	10%	8%	9%	12%	9%	9%	10%	9%	12%
			b	b	b	b	b			gh										
Don't know	129	**	29	38	25	57	31	17	34	79	65	64	27	30	22	50	57	72	109	20
	22%	**	14%	19%	30%	36%	43%	13%	17%	30%	22%	21%	18%	19%	21%	27%	19%	25%	23%	19%
					bc	bc	bcd			gh						lm	p			

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 188**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	1044	855	93	67	29	302	31
Effective Weighted Sample	976	798	87	63	27	283	29
Total	591	483	53	37	17	172	19
Very easy	217	171	**	**	**	58	**
	37%	35%	**	**	**	34%	**
Fairly easy	190	165	**	**	**	60	**
	32%	34%	**	**	**	35%	**
TOTAL EASY	407	336	**	**	**	118	**
	69%	70%	**	**	**	69%	**
Fairly difficult	32	28	**	**	**	13	**
	5%	6%	**	**	**	8%	**
Very difficult	23	18	**	**	**	12	**
	4%	4%	**	**	**	7%	**
TOTAL DIFFICULT	55	47	**	**	**	25	**
	9%	10%	**	**	**	15%	**
Don't know	129	101	**	**	**	29	**
	22%	21%	**	**	**	17%	**

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 189**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by TV CROSS-BREAKS

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	~f	g	h	~i	j	~k	l	m	~n	~o	~p	q	~r	s	~t	~u	
Unweighted total	784	170	144	266	204	784	-	393	391	86	732	52	393	391	-	-	81	310	-	657	26	60
Effective Weighted Sample	737	160	135	251	193	737	-	370	368	81	689	50	370	368	-	-	77	292	-	620	24	57
Total	457	95	84	152	126	457	-	229	227	52	431	26	229	227	-	-	50	177	-	387	16	36
Very easy	192	25	27	76	64	192	**	126	66	**	186	**	126	66	**	**	**	93	**	167	**	**
	42%	27%	33%	50% ab	51% ab	42%	**	55% h	29%	**	43%	**	55% m	29%	**	**	**	52%	**	43%	**	**
Fairly easy	164	32	47	40	46	164	**	78	86	**	156	**	78	86	**	**	**	62	**	145	**	**
	36%	34%	56% acd	26% c	36% c	36%	**	34%	38%	**	36%	**	34%	38%	**	**	**	35%	**	38%	**	**
TOTAL EASY	356	57	74	115	109	356	**	204	152	**	342	**	204	152	**	**	**	155	**	312	**	**
	78%	60%	89% ac	76% a	87% ac	78%	**	89% h	67%	**	79%	**	89% m	67%	**	**	**	87%	**	81%	**	**
Fairly difficult	35	11	4	11	9	35	**	12	23	**	34	**	12	23	**	**	**	12	**	28	**	**
	8%	12% b	4%	7%	7%	8%	**	5%	10% g	**	8%	**	5%	10% l	**	**	**	7%	**	7%	**	**
Very difficult	21	6	1	9	5	21	**	6	15	**	18	**	6	15	**	**	**	6	**	15	**	**
	5%	6% b	2%	6% b	4%	5%	**	3%	7% g	**	4%	**	3%	7% l	**	**	**	3%	**	4%	**	**
TOTAL DIFFICULT	57	17	5	20	14	57	**	19	38	**	52	**	19	38	**	**	**	18	**	43	**	**
	12%	18% b	6%	13% b	11% b	12%	**	8%	17% g	**	12%	**	8%	17% l	**	**	**	10%	**	11%	**	**
Don't know	44	20	4	17	2	44	**	6	38	**	37	**	6	38	**	**	**	5	**	32	**	**
	10%	21% bcd	5%	11% d	2%	10%	**	3%	17% g	**	9%	**	3%	17% l	**	**	**	3%	**	8%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 189**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	784	34	303	301	87	146	59	155	358	271	384	400	186	265	174	159	451	333	715	69
Effective Weighted Sample	737	33	296	288	85	143	58	151	340	260	362	377	182	254	170	151	428	313	673	65
Total	457	22	212	159	38	64	26	106	221	130	234	222	135	145	80	96	280	177	416	40
Very easy	192	**	106	57	**	20	**	54	98	40	98	94	50	61	39	42	111	81	174	**
	42%	**	50%	36%	**	30%	**	51%	44%	31%	42%	42%	37%	42%	48%	44%	40%	46%	42%	**
			ce					i	i						l					
Fairly easy	164	**	78	59	**	19	**	37	87	40	90	74	57	54	26	27	111	53	152	**
	36%	**	37%	37%	**	29%	**	35%	39%	31%	38%	33%	42%	37%	33%	28%	40%	30%	36%	**
									i				o	o			q			
TOTAL EASY	356	**	183	116	**	38	**	90	185	81	188	168	107	115	65	69	222	134	326	**
	78%	**	87%	73%	**	60%	**	85%	84%	62%	80%	75%	79%	79%	81%	72%	79%	76%	78%	**
			ce	e				i	i											
Fairly difficult	35	**	12	15	**	8	**	7	10	18	18	18	13	8	6	8	21	14	33	**
	8%	**	6%	9%	**	12%	**	7%	4%	14%	7%	8%	10%	5%	8%	8%	7%	8%	8%	**
						b				gh										
Very difficult	21	**	5	11	**	4	**	2	9	10	9	12	5	7	2	8	12	10	18	**
	5%	**	2%	7%	**	7%	**	2%	4%	7%	4%	6%	3%	5%	2%	8%	4%	5%	4%	**
				b		b				g						n				
TOTAL DIFFICULT	57	**	17	25	**	12	**	10	19	28	26	30	18	15	8	16	33	24	51	**
	12%	**	8%	16%	**	19%	**	9%	9%	21%	11%	14%	13%	10%	10%	16%	12%	13%	12%	**
				b		b				gh										
Don't know	44	**	11	17	**	14	**	6	17	21	19	24	10	15	7	11	25	19	39	**
	10%	**	5%	11%	**	22%	**	6%	8%	16%	8%	11%	8%	10%	9%	12%	9%	11%	9%	**
				b		bc				gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 189**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	784	669	64	30	21	339	293
Effective Weighted Sample	737	630	60	28	20	319	275
Total	457	391	38	16	12	200	171
Very easy	192	164	**	**	**	75	81
	42%	42%	**	**	**	38%	48%
							e
Fairly easy	164	148	**	**	**	82	56
	36%	38%	**	**	**	41%	33%
						f	
TOTAL EASY	356	312	**	**	**	157	137
	78%	80%	**	**	**	79%	80%
Fairly difficult	35	30	**	**	**	16	13
	8%	8%	**	**	**	8%	8%
Very difficult	21	18	**	**	**	8	8
	5%	5%	**	**	**	4%	5%
TOTAL DIFFICULT	57	48	**	**	**	24	21
	12%	12%	**	**	**	12%	12%
Don't know	44	32	**	**	**	19	13
	10%	8%	**	**	**	9%	8%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 190**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those who have never changed TV service provider

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	a	b	c	d	e	f	~g	h	~i	j	k	~l	m	~n	o	~p	~q	r	s	~t	~u	
Unweighted total	1151	432	223	384	112	391	760	-	1151	-	579	572	-	391	-	760	-	-	279	320	-	-
Effective Weighted Sample	1076	405	208	359	106	368	709	-	1076	-	544	533	-	368	-	709	-	-	262	302	-	-
Total	652	239	129	216	68	227	425	-	652	-	336	316	-	227	-	425	-	-	155	189	-	-
Very easy	184	52	35	79	18	66	118	**	184	**	98	86	**	66	**	118	**	**	45	56	**	**
	28%	22%	27%	37%	26%	29%	28%	**	28%	**	29%	27%	**	29%	**	28%	**	**	29%	30%	**	**
				abd																		
Fairly easy	224	75	58	61	30	86	138	**	224	**	123	100	**	86	**	138	**	**	51	76	**	**
	34%	31%	45%	28%	44%	38%	32%	**	34%	**	37%	32%	**	38%	**	32%	**	**	33%	40%	**	**
				ac	ac																	
TOTAL EASY	408	127	93	140	47	152	256	**	408	**	222	186	**	152	**	256	**	**	97	132	**	**
	63%	53%	72%	65%	69%	67%	60%	**	63%	**	66%	59%	**	67%	**	60%	**	**	63%	70%	**	**
			a	a	a	f					k			o								
Fairly difficult	48	18	7	16	7	23	25	**	48	**	31	16	**	23	**	25	**	**	9	18	**	**
	7%	7%	5%	7%	11%	10%	6%	**	7%	**	9%	5%	**	10%	**	6%	**	**	6%	10%	**	**
						f					k			o								
Very difficult	35	9	3	18	6	15	20	**	35	**	22	13	**	15	**	20	**	**	6	10	**	**
	5%	4%	2%	8%	8%	7%	5%	**	5%	**	7%	4%	**	7%	**	5%	**	**	4%	6%	**	**
				ab	ab																	
TOTAL DIFFICULT	83	27	9	34	13	38	45	**	83	**	53	29	**	38	**	45	**	**	15	28	**	**
	13%	11%	7%	16%	19%	17%	11%	**	13%	**	16%	9%	**	17%	**	11%	**	**	9%	15%	**	**
				b	ab	f					k			o					r			
Don't know	162	86	26	42	8	38	124	**	162	**	61	100	**	38	**	124	**	**	44	28	**	**
	25%	36%	20%	19%	11%	17%	29%	**	25%	**	18%	32%	**	17%	**	29%	**	**	28%	15%	**	**
		bcd	d	d		e					j					m			s			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 190**

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**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
**by TV CROSS-BREAKS**

Base : Those who have never changed TV service provider

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1151	55	333	404	190	359	169	208	386	557	557	594	243	343	245	320	586	565	964	187
Effective Weighted Sample	1076	54	325	386	186	352	166	203	368	535	522	556	235	326	239	300	553	527	902	175
Total	652	38	237	219	84	158	74	148	241	264	327	325	168	184	111	190	352	301	548	104
Very easy	184	**	91	54	16	24	8	62	75	47	94	90	46	54	34	49	101	83	158	26
	28%	**	38%	25%	19%	15%	11%	42%	31%	18%	29%	28%	28%	30%	30%	26%	29%	28%	29%	25%
			cdef	ef	f			hi	i											
Fairly easy	224	**	88	77	28	46	18	52	93	79	116	108	66	65	35	57	131	92	184	40
	34%	**	37%	35%	33%	29%	25%	35%	38%	30%	36%	33%	39%	36%	32%	30%	37%	31%	34%	39%
			ef	f					i				o				q			
TOTAL EASY	408	**	178	131	44	70	27	115	167	126	210	198	112	120	69	107	232	176	341	67
	63%	**	75%	60%	52%	44%	36%	78%	69%	48%	64%	61%	67%	65%	62%	56%	66%	58%	62%	64%
			cdef	ef	f			hi	i				o	o			q			
Fairly difficult	48	**	13	20	7	14	7	6	15	27	23	24	13	13	10	11	26	21	41	6
	7%	**	5%	9%	8%	9%	9%	4%	6%	10%	7%	7%	8%	7%	9%	6%	7%	7%	8%	6%
										gh										
Very difficult	35	**	9	15	4	9	5	5	12	18	14	21	6	9	6	14	15	20	28	7
	5%	**	4%	7%	5%	6%	7%	4%	5%	7%	4%	6%	3%	5%	5%	8%	4%	7%	5%	7%
																l				
TOTAL DIFFICULT	83	**	22	35	11	23	12	11	27	45	38	45	19	23	16	26	41	41	69	14
	13%	**	9%	16%	13%	14%	16%	8%	11%	17%	12%	14%	11%	12%	14%	13%	12%	14%	13%	13%
				b		b	b			gh										
Don't know	162	**	37	53	30	65	35	22	47	93	79	82	37	41	26	57	78	84	138	24
	25%	**	15%	24%	35%	41%	48%	15%	19%	35%	24%	25%	22%	22%	24%	30%	22%	28%	25%	23%
				b	bc	bc	bcd			gh						lm		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 190**

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

**QT7c. How easy or difficult was it/ do you think it would be to change the provider of your main TV service? IF NECESSARY - So the service that provides you with additional channels beyond channels 1-5. IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by TV CROSS-BREAKS**

Base : Those who have never changed TV service provider

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1151	940	109	63	39	388	159
Effective Weighted Sample	1076	879	102	59	37	364	150
Total	652	531	65	34	22	226	91
Very easy	184	140	31	**	**	56	32
	28%	26%	47%	**	**	25%	35%
			a				e
Fairly easy	224	196	13	**	**	88	32
	34%	37%	21%	**	**	39%	35%
		b					
TOTAL EASY	408	337	44	**	**	144	64
	63%	63%	68%	**	**	64%	70%
Fairly difficult	48	42	4	**	**	20	11
	7%	8%	5%	**	**	9%	12%
Very difficult	35	29	4	**	**	17	5
	5%	5%	5%	**	**	8%	6%
TOTAL DIFFICULT	83	71	7	**	**	37	16
	13%	13%	11%	**	**	17%	18%
Don't know	162	124	14	**	**	44	12
	25%	23%	21%	**	**	20%	13%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 191**

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

**QT8. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Again, thinking just about your TV service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your television service? Are you... by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCHERS	STANDALONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Actively looking for a new TV service provider at the moment	25	-	-	16	9	14	11	15	10	3	18	7	8	6	7	4	6	10	5	12	**	**
	2%	-%	-%	5%	4%	3%	2%	4%	2%	4%	3%	2%	4%	3%	4%	1%	7%	3%	2%	3%	**	**
				ab	ab			h					o	o	o		q					
Open to the idea of a new TV service provider	153	-	-	60	93	84	68	81	72	19	116	37	55	29	26	42	15	64	28	75	**	**
	15%	-%	-%	18%	46%	18%	12%	21%	11%	23%	18%	9%	24%	13%	16%	10%	19%	21%	12%	19%	**	**
				ab	abc	f		h	h	k			mno		o				r			
Not interested in a new TV service provider	846	295	196	257	97	347	498	292	554	61	479	367	162	186	130	368	60	231	192	291	**	**
	81%	96%	97%	76%	48%	76%	84%	74%	85%	72%	76%	87%	70%	82%	79%	87%	74%	74%	85%	75%	**	**
		cd	cd	d			e		gi			j		l	l	lmn			s			
Don't know	24	12	6	5	2	11	13	7	17	1	15	8	5	7	2	10	*	6	3	9	**	**
	2%	4%	3%	1%	1%	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	1%	2%	1%	2%	**	**
		cd																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 191**

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

**QT8. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Again, thinking just about your TV service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your television service? Are you...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Actively looking for a new TV service provider at the moment	25 2%	** **	14 3% def	9 2% de	1 *%	1 1%	1 1%	7 3% i	12 3% i	5 1%	14 3%	11 2%	6 2%	9 3%	6 3%	4 2%	15 3%	10 2%	22 2%	3 2%
Open to the idea of a new TV service provider	153 15%	** **	80 19% cdef	52 15% def	10 8%	15 7%	6 6%	38 16% i	78 18% i	36 9%	81 15%	72 14%	52 18% o	44 15%	24 13%	33 12%	95 16% q	58 12%	127 14%	25 17%
Not interested in a new TV service provider	846 81%	** **	310 75%	291 81% b	111 90% bc	201 91% bc	90 92% bc	185 79%	321 76%	340 87% gh	422 80%	423 81%	221 78%	243 81%	147 81%	235 84% l	464 79%	382 83%	731 81%	114 78%
Don't know	24 2%	** **	10 2%	9 2%	2 2%	4 2%	2 2%	5 2%	11 3%	8 2%	11 2%	13 2%	6 2%	5 2%	5 3%	8 3%	12 2%	12 3%	19 2%	5 3%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 191**

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

**QT8. (SAY TO THOSE WITH TV SERVICE IN A PACKAGE - Again, thinking just about your TV service rather than any other service in your package with (BUNDLE PROVIDER)...) What is your current thinking regarding changing the company that provides your television service? Are you...  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	NATION					PAY TV SUPPLIER	
	Total	ENG- LAND a	SCOT- LAND b	WALES ~c	N IRE- LAND ~d	SKY e	VIRGIN MEDIA f
Significance Level: 95%							
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Actively looking for a new TV service provider at the moment	25 2%	22 2%	1 1%	** **	** **	5 1%	8 4% e
Open to the idea of a new TV service provider	153 15%	137 16% b	5 5%	** **	** **	65 18%	31 17%
Not interested in a new TV service provider	846 81%	694 79%	85 93% a	** **	** **	296 79%	144 76%
Don't know	24 2%	22 2%	1 1%	** **	** **	6 2%	6 3%
Columns Tested: a,b,c,d - e,f							



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 192**

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

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing provider for your TV service?**  
by TV CROSS-BREAKS

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS		YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCH	NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Significance Level: 95%																							
Unweighted total	1654	550	339	538	227	677	977	521	1133	-	944	710	297	380	224	753	92	424	373	565	-	-	
Effective Weighted Sample	1549	516	317	504	214	636	913	489	1060	-	888	662	279	358	210	702	87	398	351	533	-	-	
Total	941	303	196	304	138	392	549	299	643	-	548	393	171	222	128	421	56	239	209	330	-	-	
Yes - in the last 6 months	55	-	5	5	45	30	25	22	33	**	43	12	12	17	10	15	**	18	10	26	**	**	
	6%	-%	2%	2%	33%	8%	5%	8%	5%	**	8%	3%	7%	8%	8%	4%	**	7%	5%	8%	**	**	
		a	a	a	abc	f		h			k		o	o	o								
Yes - 7 to 12 months ago	22	-	2	2	18	12	11	8	14	**	17	5	5	6	3	8	**	5	4	11	**	**	
	2%	-%	1%	1%	13%	3%	2%	3%	2%	**	3%	1%	3%	3%	2%	2%	**	2%	2%	3%	**	**	
		a			abc						k												
Yes - 13 to 18 months ago	22	2	2	7	11	15	7	18	3	**	19	2	13	1	5	2	**	15	4	12	**	**	
	2%	1%	1%	2%	8%	4%	1%	6%	1%	**	4%	1%	8%	1%	4%	1%	**	6%	2%	4%	**	**	
		a		a	abc	f		h			k		mo		mo								
Yes - 1.5 to 2 years ago	17	1	-	7	10	10	7	13	4	**	13	4	10	1	4	3	**	11	2	9	**	**	
	2%	*%	-%	2%	7%	3%	1%	5%	1%	**	2%	1%	6%	*%	3%	1%	**	5%	1%	3%	**	**	
				ab	abc	f		h					mo		mo					r			
Yes - 2 to 3 years ago	31	9	7	9	5	14	17	26	5	**	19	11	12	2	14	3	**	22	6	12	**	**	
	3%	3%	4%	3%	3%	3%	3%	9%	1%	**	3%	3%	7%	1%	11%	1%	**	9%	3%	4%	**	**	
						h		h					mo		mo								
Yes - more than 3 years ago	103	27	26	39	10	60	43	91	12	**	76	26	56	4	35	8	**	74	21	51	**	**	
	11%	9%	13%	13%	7%	15%	8%	30%	2%	**	14%	7%	33%	2%	27%	2%	**	31%	10%	16%	**	**	
			ad	ad		f		h			k		mo		mo					r			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 192**

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

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	TV INDEX				TV		TV SWITCH				PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	INTER-				SIMPLE STAND-		LAST 12 MONTHS						BUNDLE STANDALONE									
	INAC- PASSIVE ESTED ENG- AGED				BUNDLE ALONE		NEVER				YES NO		BUNDLE STANDALONE				YES NO		DUAL		TRIPLE SINGLEMULTIPL	
	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1654	550	339	538	227	677	977	521	1133	-	944	710	297	380	224	753	92	424	373	565	-	-
Effective Weighted Sample	1549	516	317	504	214	636	913	489	1060	-	888	662	279	358	210	702	87	398	351	533	-	-
Total	941	303	196	304	138	392	549	299	643	-	548	393	171	222	128	421	56	239	209	330	-	-
No - never considered changing provider	652	249	148	217	37	239	413	115	537	**	339	314	60	179	56	357	**	90	152	199	**	**
	69%	82%	76%	71%	27%	61%	75%	39%	84%	**	62%	80%	35%	81%	43%	85%	**	38%	73%	60%	**	**
		bcd	d	d			e		g			j		ln		ln			s			
No - can't change, only one provider in the area	40	14	5	18	3	13	26	5	35	**	22	18	3	11	2	25	**	3	10	9	**	**
	4%	5%	3%	6%	2%	3%	5%	2%	5%	**	4%	5%	2%	5%	1%	6%	**	1%	5%	3%	**	**
				bd					g					ln		ln						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 192**

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

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1654	66	507	598	267	483	216	292	590	772	808	846	362	499	364	429	861	793	1409	245
Effective Weighted Sample	1549	64	494	572	262	473	211	284	562	741	758	793	351	474	355	403	813	741	1319	229
Total	941	46	358	324	118	213	95	206	367	368	478	464	252	268	166	255	520	421	803	138
Yes - in the last 6 months	55	**	31	20	*	2	2	17	26	11	30	25	22	13	8	11	35	20	44	11
	6%	**	9%	6%	*%	1%	2%	8%	7%	3%	6%	5%	9%	5%	5%	4%	7%	5%	6%	8%
			def	def				i	i				mno							
Yes - 7 to 12 months ago	22	**	12	8	1	1	-	6	12	4	13	9	6	7	4	6	13	9	19	3
	2%	**	3%	3%	1%	*%	-%	3%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
			def	ef				i	i											
Yes - 13 to 18 months ago	22	**	11	9	*	1	1	5	13	4	11	11	5	8	5	4	13	9	21	1
	2%	**	3%	3%	*%	1%	1%	2%	3%	1%	2%	2%	2%	3%	3%	1%	2%	2%	3%	1%
			de	de					i											
Yes - 1.5 to 2 years ago	17	**	10	4	1	2	1	5	8	4	9	9	7	3	4	4	9	8	13	5
	2%	**	3%	1%	1%	1%	1%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%
			e										m							
Yes - 2 to 3 years ago	31	**	15	8	4	5	1	11	12	8	15	15	6	8	5	11	14	17	28	3
	3%	**	4%	3%	4%	2%	1%	5%	3%	2%	3%	3%	3%	3%	3%	4%	3%	4%	3%	2%
			f		f			i												
Yes - more than 3 years ago	103	**	38	46	13	18	5	12	51	40	52	50	27	29	21	25	57	46	92	11
	11%	**	11%	14%	11%	8%	5%	6%	14%	11%	11%	11%	11%	11%	13%	10%	11%	11%	11%	8%
			f	ef	f				g	g										
No - never considered changing provider	652	**	229	214	93	172	79	143	230	280	324	328	169	188	114	181	357	296	552	100
	69%	**	64%	66%	78%	81%	83%	69%	63%	76%	68%	71%	67%	70%	69%	71%	69%	70%	69%	73%
					bc	bc	bc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 192**

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

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1654	66	507	598	267	483	216	292	590	772	808	846	362	499	364	429	861	793	1409	245
Effective Weighted Sample	1549	64	494	572	262	473	211	284	562	741	758	793	351	474	355	403	813	741	1319	229
Total	941	46	358	324	118	213	95	206	367	368	478	464	252	268	166	255	520	421	803	138
No - can't change, only one provider in the area	40	**	11	15	5	11	6	7	16	17	23	17	10	13	4	13	23	17	35	5
	4%	**	3%	5%	4%	5%	6%	3%	4%	5%	5%	4%	4%	5%	2%	5%	4%	4%	4%	4%
							b							n		n				

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 192**

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

**QT9a. Have you considered changing the company that provides your television service? IF YES - When did you most recently consider changing provider for your TV service?  
by TV CROSS-BREAKS**

Base : Those who have not changed TV service provider in the last 12 months and who are not actively looking for a new TV service provider at the moment

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1654	1372	149	86	47	587	274
Effective Weighted Sample	1549	1284	140	81	44	551	258
Total	941	782	86	47	26	341	159
Yes - in the last 6 months	55	50	1	**	**	21	14
	6%	6%	2%	**	**	6%	9%
		b					
Yes - 7 to 12 months ago	22	20	1	**	**	11	6
	2%	3%	1%	**	**	3%	4%
Yes - 13 to 18 months ago	22	21	1	**	**	10	6
	2%	3%	1%	**	**	3%	4%
Yes - 1.5 to 2 years ago	17	14	2	**	**	7	5
	2%	2%	2%	**	**	2%	3%
Yes - 2 to 3 years ago	31	26	2	**	**	10	7
	3%	3%	3%	**	**	3%	4%
Yes - more than 3 years ago	103	89	11	**	**	42	26
	11%	11%	12%	**	**	12%	16%
No - never considered changing provider	652	531	65	**	**	225	92
	69%	68%	76%	**	**	66%	58%
						f	
No - can't change, only one provider in the area	40	33	3	**	**	16	3
	4%	4%	4%	**	**	5%	2%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 193**

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

**QT9b. And did you actively START LOOKING for an alternative TV service provider?  
by TV CROSS-BREAKS**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE		STAND-			LAST 12 MONTHS		BUNDLE		STANDA		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	NON-SWITCHERS	NON-CHITCHERS	LONE SWITCH	NON SWITCH									
		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	121	-	10	11	100	65	56	47	74	-	95	26	28	37	19	37	9	37	22	59	-	-
Effective Weighted Sample	115	-	10	11	95	62	53	45	70	-	91	25	27	35	18	35	9	35	21	56	-	-
Total	77	-	7	7	64	41	36	30	47	-	60	17	17	24	13	23	6	23	14	37	-	-
Yes	40	**	**	**	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	37	**	**	**	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 193**

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

**QT9b. And did you actively START LOOKING for an alternative TV service provider?  
by TV CROSS-BREAKS**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	r	~s
Unweighted total	121	4	60	50	3	7	4	34	58	29	65	56	38	34	25	24	72	49	100	21
Effective Weighted Sample	115	4	58	48	3	7	4	33	56	28	62	53	37	33	25	23	69	46	95	20
Total	77	3	43	29	1	3	2	24	38	15	43	34	28	20	12	17	48	29	64	13
Yes	40	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	53%	**
No	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	30	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 193**

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

**QT9b. And did you actively START LOOKING for an alternative TV service provider?  
by TV CROSS-BREAKS**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	121	108	4	8	1	50	32
Effective Weighted Sample	115	103	4	8	1	48	31
Total	77	70	2	4	*	32	20
Yes	40	37	**	**	**	**	**
	51%	53%	**	**	**	**	**
No	37	33	**	**	**	**	**
	49%	47%	**	**	**	**	**

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



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 194**

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

**TV SERVICE - SUMMARY OF BEHAVIOUR**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INACTIVE	PASSIVE	INTER-ESTED	ENGAGED	BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STAND-ALONE SWITCH	STAND-ALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
CHANGED PROVIDER IN LAST 12 MONTHS	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	**	**
	8%	2%	3%	5%	28%	11%	5%	21%	-%	100%	10%	5%	23%	-%	19%	-%	25%	21%	6%	12%	**	**
				a	abc	f		h		gh	k		mo		mo					r		
ACTIVELY LOOKING AT THE MOMENT	22	-	-	16	6	12	10	12	10	-	16	6	7	6	6	4	5	7	5	11	**	**
	2%	-%	-%	5%	3%	3%	2%	3%	2%	-%	3%	1%	3%	3%	3%	1%	6%	2%	2%	3%	**	**
				ab	ab			hi					o	o	o		q					
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	40	-	-	7	33	20	20	15	25	-	31	9	7	12	8	12	3	11	6	16	**	**
	4%	-%	-%	2%	17%	4%	3%	4%	4%	-%	5%	2%	3%	5%	5%	3%	4%	4%	3%	4%	**	**
				ab	abc			i	i		k			o								
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	-	7	*	30	21	16	15	22	-	29	8	10	11	5	11	3	12	7	21	**	**
	4%	-%	3%	3%	15%	5%	3%	4%	3%	-%	5%	2%	4%	5%	3%	3%	4%	4%	3%	5%	**	**
			ac		abc	f		i	i		k			o								
NONE OF THESE	864	303	190	297	75	351	513	268	596	-	488	376	153	198	115	398	50	216	195	293	**	**
	83%	98%	94%	88%	37%	77%	87%	68%	91%	-%	78%	90%	67%	87%	70%	94%	61%	70%	86%	76%	**	**
		bcd	cd	d			e	i	gi			j		ln		lmn			s			
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 194**

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

**TV SERVICE - SUMMARY OF BEHAVIOUR  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
CHANGED PROVIDER IN LAST 12 MONTHS	84	**	45	27	5	8	3	24	43	17	37	47	26	25	12	21	51	33	77	7
	8%	**	11%	8%	4%	4%	3%	10%	10%	4%	7%	9%	9%	8%	7%	7%	9%	7%	9%	4%
			cdef	def				i	i										s	
ACTIVELY LOOKING AT THE MOMENT	22	**	11	9	1	1	*	5	12	5	13	9	6	8	5	3	14	8	19	3
	2%	**	3%	2%	*%	*%	*%	2%	3%	1%	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%
			def	de					i											
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	40	**	24	14	-	1	1	14	18	7	23	16	17	7	4	12	24	16	34	6
	4%	**	6%	4%	-%	*%	1%	6%	4%	2%	4%	3%	6%	2%	2%	4%	4%	3%	4%	4%
			def	def				i	i				mn							
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	**	19	15	1	3	1	9	21	8	20	18	11	13	8	5	24	13	30	8
	4%	**	5%	4%	1%	1%	1%	4%	5%	2%	4%	3%	4%	4%	4%	2%	4%	3%	3%	5%
			def	de					i					o	o					
NONE OF THESE	864	**	315	296	117	210	93	182	329	353	434	430	224	248	153	238	472	392	740	124
	83%	**	76%	82%	94%	95%	95%	78%	78%	91%	82%	83%	79%	83%	84%	85%	81%	85%	82%	84%
			b	b	bc	bc	bc			gh					l	l		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 194**

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

**TV SERVICE - SUMMARY OF BEHAVIOUR  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
CHANGED PROVIDER IN LAST 12 MONTHS	84 8%	72 8%	4 5%	** **	** **	26 7%	23 12% e
ACTIVELY LOOKING AT THE MOMENT	22 2%	20 2%	* 1%	** **	** **	5 1%	8 4% e
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	40 4%	37 4%	1 1%	** **	** **	17 5%	9 5%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37 4%	33 4%	1 1%	** **	** **	14 4%	11 6%
NONE OF THESE	864 83%	712 81%	84 92% a	** **	** **	309 83% f	139 73%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 195**

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

**TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	NEVER	YES	NO	BUNDLE SWITCHERS	NON-SW	STAND-ALONE SWITCH	STAND-ALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
CHANGED PROVIDER IN LAST 12 MONTHS	64	-	-	10	54	41	23	64	-	64	50	14	41	-	23	-	-	64	10	34	**	**
	6%	-%	-%	3%	27%	9%	4%	16%	-%	76%	8%	3%	18%	-%	14%	-%	-%	21%	4%	9%	**	**
				ab	abc	f		h		gh	k		mo		mo			p		r		
ACTIVELY LOOKING AT THE MOMENT	22	-	-	16	6	12	10	12	10	-	16	6	7	6	6	4	5	7	5	11	**	**
	2%	-%	-%	5%	3%	3%	2%	3%	2%	-%	3%	1%	3%	3%	3%	1%	6%	2%	2%	3%	**	**
				ab	ab			hi					o	o	o		q					
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	40	-	-	7	33	20	20	15	25	-	31	9	7	12	8	12	3	11	6	16	**	**
	4%	-%	-%	2%	17%	4%	3%	4%	4%	-%	5%	2%	3%	5%	5%	3%	4%	4%	3%	4%	**	**
				ab	abc			i	i		k			o								
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	-	7	*	30	21	16	15	22	-	29	8	10	11	5	11	3	12	7	21	**	**
	4%	-%	3%	3%	15%	5%	3%	4%	3%	-%	5%	2%	4%	5%	3%	3%	4%	4%	3%	5%	**	**
			ac	ac	abc	f		i	i		k			o								
NONE OF THESE	884	307	195	305	77	362	522	289	596	20	502	383	164	198	124	398	70	216	200	305	**	**
	84%	100%	97%	90%	38%	79%	88%	73%	91%	24%	80%	91%	72%	87%	75%	94%	86%	70%	88%	79%	**	**
		bcd	cd	d			e	i	gi			j		ln		lmn	q		s			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 195**

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

**TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
CHANGED PROVIDER IN LAST 12 MONTHS	64	**	34	20	4	6	2	18	32	14	28	36	20	18	9	16	38	26	59	4
	6%	**	8%	6%	3%	3%	2%	8%	8%	3%	5%	7%	7%	6%	5%	6%	7%	6%	7%	3%
			def	e				i	i										s	
ACTIVELY LOOKING AT THE MOMENT	22	**	11	9	1	1	*	5	12	5	13	9	6	8	5	3	14	8	19	3
	2%	**	3%	2%	*%	*%	*%	2%	3%	1%	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%
			def	de					i											
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	40	**	24	14	-	1	1	14	18	7	23	16	17	7	4	12	24	16	34	6
	4%	**	6%	4%	-%	*%	1%	6%	4%	2%	4%	3%	6%	2%	2%	4%	4%	3%	4%	4%
			def	def				i	i				mn							
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	**	19	15	1	3	1	9	21	8	20	18	11	13	8	5	24	13	30	8
	4%	**	5%	4%	1%	1%	1%	4%	5%	2%	4%	3%	4%	4%	4%	2%	4%	3%	3%	5%
			def	de					i					o	o					
NONE OF THESE	884	**	326	303	118	211	93	188	340	356	443	441	230	255	156	243	485	399	758	127
	84%	**	79%	84%	95%	95%	95%	80%	80%	91%	84%	85%	81%	85%	86%	87%	83%	86%	84%	86%
				b	bc	bc	bc			gh						l		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 195**

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

**TV SERVICE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
CHANGED PROVIDER IN LAST 12 MONTHS	64	56	4	**	**	20	18
	6%	6%	4%	**	**	5%	9% e
ACTIVELY LOOKING AT THE MOMENT	22	20	*	**	**	5	8
	2%	2%	1%	**	**	1%	4% e
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	40	37	1	**	**	17	9
	4%	4%	1%	**	**	5%	5%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	37	33	1	**	**	14	11
	4%	4%	1%	**	**	4%	6%
NONE OF THESE	884	729	84	**	**	315	144
	84%	83%	93% a	**	**	85% f	76%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 196**

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

**TV SERVICE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	NEVER	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STAND-ALONE SWITCH	STAND-ALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u
Significance Level: 95%																						
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
CHANGED PROVIDER IN LAST 12 MONTHS	50	-	-	7	43	39	11	50	-	50	50	**	39	-	11	-	-	50	4	34	**	**
	8%	-%	-%	3%	25%	9%	5%	17%	-%	78%	8%	**	18%	-%	15%	-%	-%	22%	5%	9%	**	**
				ab	abc	f		h		gh			mo		mo			p				
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	157	13	13	50	81	102	56	67	90	3	157	**	52	50	15	41	18	48	23	89	**	**
	25%	11%	11%	23%	47%	24%	28%	23%	27%	5%	25%	**	23%	24%	22%	32%	29%	21%	27%	24%	**	**
				ab	abc			i	i							lmn						
NEITHER OF THESE	421	113	104	157	47	290	131	175	246	11	421	**	131	159	44	87	44	129	59	248	**	**
	67%	89%	89%	74%	28%	67%	66%	60%	73%	17%	67%	**	59%	76%	63%	68%	71%	57%	69%	67%	**	**
		cd	cd	d				i	gi					lno		l	q					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 196**

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

**TV SERVICE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
CHANGED PROVIDER IN LAST 12 MONTHS	50	**	28	14	2	4	**	15	25	10	23	27	16	17	6	10	33	16	46	3
	8%	**	10%	6%	4%	5%	**	10%	9%	5%	7%	9%	8%	9%	6%	8%	9%	7%	8%	4%
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	157	**	69	63	15	20	**	36	75	46	86	71	52	45	28	32	98	60	135	22
	25%	**	24%	28%	26%	22%	**	25%	25%	25%	26%	24%	27%	23%	25%	25%	25%	25%	24%	30%
NEITHER OF THESE	421	**	193	146	42	67	**	95	196	130	220	200	125	134	75	87	259	162	371	49
	67%	**	66%	66%	70%	74%	**	65%	66%	70%	67%	67%	65%	68%	69%	67%	66%	68%	67%	66%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 196**

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

**TV SERVICE - ACTIVITY IN LAST 12 MONTHS - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
CHANGED PROVIDER IN LAST 12 MONTHS	50	43	**	**	**	19	18
	8%	8%	**	**	**	5%	9% e
MADE CHANGES TO SERVICE WITH PROVIDER IN LAST 12 MONTHS	157	134	**	**	**	93	44
	25%	25%	**	**	**	27%	23%
NEITHER OF THESE	421	353	**	**	**	237	128
	67%	67%	**	**	**	68%	68%

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

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 197**

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

**TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	NEVER	YES	NO	BUNDLE SWITCHERS	NON-SW	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
SWITCHED ONLY THIS SERVICE	37	2	2	9	24	16	21	37	-	37	22	15	16	-	21	-	8	29	10	13	**	**
	4%	1%	1%	3%	12%	3%	4%	9%	-	44%	4%	4%	7%	-	13%	-	10%	9%	4%	3%	**	**
				a	abc			h		gh			mo		lmo							
SWITCHED TWO SERVICES INCLUDING THIS	13	1	1	2	9	10	3	13	-	13	11	2	10	-	3	-	4	9	-	7	**	**
	1%	1%	1%	1%	5%	2%	1%	3%	-	16%	2%	1%	4%	-	2%	-	5%	3%	-	2%	**	**
				abc		f		h		gh	k		mo		mo					r		
SWITCHED THREE SERVICES INCLUDING THIS	34	2	2	7	23	26	7	34	-	34	30	3	26	-	7	-	8	25	4	25	**	**
	3%	1%	1%	2%	11%	6%	1%	9%	-	40%	5%	1%	11%	-	4%	-	10%	8%	2%	7%	**	**
				a	abc	f		h		gh	k		mno		mo					r		
NOT SWITCHED IN LAST 12 MONTHS	963	303	196	320	145	404	559	311	652	-	564	399	177	227	134	425	61	246	213	342	**	**
	92%	98%	97%	95%	72%	89%	95%	79%	100%	-	90%	95%	77%	100%	81%	100%	75%	79%	94%	88%	**	**
		cd	d	d			e	i	gi			j		ln		ln			s			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 197**

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

**TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
SWITCHED ONLY THIS SERVICE	37	**	19	12	3	5	1	11	18	8	16	21	11	8	7	11	20	18	34	3
	4%	**	4%	3%	3%	2%	1%	5%	4%	2%	3%	4%	4%	3%	4%	4%	3%	4%	4%	2%
			ef					i	i											
SWITCHED TWO SERVICES INCLUDING THIS	13	**	6	4	1	2	1	3	8	2	7	6	3	5	2	3	8	5	12	1
	1%	**	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
									i											
SWITCHED THREE SERVICES INCLUDING THIS	34	**	20	11	1	1	-	10	18	6	14	20	11	12	3	7	23	10	32	2
	3%	**	5%	3%	1%	*%	-%	4%	4%	1%	3%	4%	4%	4%	2%	3%	4%	2%	4%	1%
			def	def				i	i				n	n			q			
NOT SWITCHED IN LAST 12 MONTHS	963	**	369	333	119	214	95	211	379	373	491	472	258	276	170	259	534	429	822	141
	92%	**	89%	92%	96%	96%	97%	90%	90%	96%	93%	91%	91%	92%	93%	93%	91%	93%	91%	96%
				b	bc	bc	bc			gh										r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 197**

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

**TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
SWITCHED ONLY THIS SERVICE	37	32	3	**	**	12	5
	4%	4%	3%	**	**	3%	3%
SWITCHED TWO SERVICES INCLUDING THIS	13	11	1	**	**	4	5
	1%	1%	1%	**	**	1%	3%
SWITCHED THREE SERVICES INCLUDING THIS	34	29	1	**	**	10	13
	3%	3%	1%	**	**	3%	7%
							e
NOT SWITCHED IN LAST 12 MONTHS	963	802	87	**	**	346	166
	92%	92%	95%	**	**	93%	88%
						f	

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	ESTED ENG-AGED		BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS		YES	NO	BUNDLE SWITCHERS	NON-SW	STANDALONE SWITCH	NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	~t	~u
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
SWITCHED ONLY THIS SERVICE	29	-	-	5	24	14	16	29	-	29	19	11	14	-	16	-	-	29	7	11	**	**
	3%	-%	-%	1%	12%	3%	3%	7%	-%	35%	3%	3%	6%	-%	10%	-%	-%	9%	3%	3%	**	**
				ab	abc			h		gh			mo		mo			p				
SWITCHED TWO SERVICES INCLUDING THIS	9	-	-	1	8	7	2	9	-	9	8	1	7	-	2	-	-	9	-	4	**	**
	1%	-%	-%	1%	4%	2%	1%	2%	-%	11%	1%	1%	3%	-%	1%	-%	-%	3%	-%	1%	**	**
				abc	f			h		gh			mno		o			p		r		
SWITCHED THREE SERVICES INCLUDING THIS	25	-	-	4	21	20	5	25	-	25	23	2	20	-	5	-	-	25	3	19	**	**
	2%	-%	-%	1%	11%	4%	1%	6%	-%	30%	4%	1%	9%	-%	3%	-%	-%	8%	1%	5%	**	**
				ab	abc	f		h		gh			mno		mo			p		r		
NOT SWITCHED IN LAST 12 MONTHS	983	307	202	328	147	416	568	331	652	20	578	405	188	227	143	425	82	246	218	353	**	**
	94%	100%	100%	97%	73%	91%	96%	84%	100%	24%	92%	97%	82%	100%	86%	100%	100%	79%	96%	91%	**	**
		cd	cd	d			e	i	gi			j		ln		ln	q		s			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
SWITCHED ONLY THIS SERVICE	29	**	13	11	2	4	1	8	14	7	12	18	8	6	6	9	15	15	26	3
	3%	**	3%	3%	2%	2%	1%	3%	3%	2%	2%	3%	3%	2%	3%	3%	2%	3%	3%	2%
SWITCHED TWO SERVICES INCLUDING THIS	9	**	4	2	1	2	1	3	4	2	4	5	2	2	2	2	4	5	9	-
	1%	**	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
SWITCHED THREE SERVICES INCLUDING THIS	25	**	16	8	1	1	-	7	13	5	12	13	10	9	1	5	19	6	24	1
	2%	**	4%	2%	1%	*%	-%	3%	3%	1%	2%	3%	4%	3%	1%	2%	3%	1%	3%	1%
			def	ef				i	i				n	n			q			
NOT SWITCHED IN LAST 12 MONTHS	983	**	380	341	120	216	96	217	391	376	499	484	264	283	173	263	547	436	840	143
	94%	**	92%	94%	97%	97%	98%	92%	92%	97%	95%	93%	93%	94%	95%	94%	93%	94%	93%	97%
					b	bc	b			gh										r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SWITCHING WITH OTHER SERVICES IN LAST 12 MONTHS - EXCLUDING MOVERS  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
SWITCHED ONLY THIS SERVICE	29	25	3	**	**	9	5
	3%	3%	3%	**	**	3%	2%
SWITCHED TWO SERVICES INCLUDING THIS	9	8	1	**	**	3	4
	1%	1%	1%	**	**	1%	2%
SWITCHED THREE SERVICES INCLUDING THIS	25	23	1	**	**	7	9
	2%	3%	1%	**	**	2%	5%
							e
NOT SWITCHED IN LAST 12 MONTHS	983	819	87	**	**	352	172
	94%	94%	96%	**	**	95%	91%
						f	

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INTER-				BUNDLE	SIMPLE STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED									NON-SWITCHERS	NON-SWITCH	NON-SWITCH							
Significance Level: 95%	~a	~b	c	~d	~e	f	g	h	~i	j	~k	~l	~m	n	o	~p	~q	r	~s	~t	~u		
Unweighted total	343	71	65	122	85	-	343	119	224	22	343	-	-	-	119	224	21	96	150	-	13	9	
Effective Weighted Sample	322	67	61	115	80	-	322	112	210	21	322	-	-	-	112	210	20	90	142	-	12	9	
Total	197	39	39	69	50	-	197	70	127	13	197	-	-	-	70	127	13	56	86	-	8	6	
CHANGED PROVIDER IN LAST 12 MONTHS	13	**	**	4	**	**	13	13	-	**	13	**	**	**	13	-	**	**	6	**	**	**	
	7%	**	**	6%	**	**	7%	19%h	-%	**	7%	**	**	**	19%o	-%	**	**	7%	**	**	**	
ACTIVELY LOOKING AT THE MOMENT	6	**	**	4	**	**	6	4	2	**	6	**	**	**	4	2	**	**	4	**	**	**	
	3%	**	**	6%	**	**	3%	6%h	2%	**	3%	**	**	**	6%o	2%	**	**	4%	**	**	**	
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	13	**	**	3	**	**	13	5	8	**	13	**	**	**	5	8	**	**	5	**	**	**	
	7%	**	**	4%	**	**	7%	8%	6%	**	7%	**	**	**	8%	6%	**	**	6%	**	**	**	
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	8	**	**	-	**	**	8	2	7	**	8	**	**	**	2	7	**	**	4	**	**	**	
	4%	**	**	-%	**	**	4%	2%	5%	**	4%	**	**	**	2%	5%	**	**	5%	**	**	**	
NONE OF THESE	156	**	**	59	**	**	156	45	111	**	156	**	**	**	45	111	**	**	67	**	**	**	
	79%	**	**	85%	**	**	79%	65%	87%g	**	79%	**	**	**	65%	87%n	**	**	78%	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	343	9	121	132	56	81	25	67	133	143	180	163	84	113	79	67	197	146	278	65
Effective Weighted Sample	322	9	118	127	55	79	24	65	126	138	169	154	82	108	78	64	187	139	261	61
Total	197	6	85	70	25	36	12	46	82	69	105	92	60	63	36	38	123	74	159	38
CHANGED PROVIDER IN LAST 12 MONTHS	13	**	5	7	**	**	**	**	7	4	6	8	**	4	**	**	12	2	11	**
	7%	**	5%	10%	**	**	**	**	9%	6%	5%	8%	**	7%	**	**	9%	2%	7%	**
																	q			
ACTIVELY LOOKING AT THE MOMENT	6	**	4	2	**	**	**	**	3	1	4	2	**	2	**	**	4	2	6	**
	3%	**	5%	3%	**	**	**	**	4%	2%	4%	2%	**	4%	**	**	3%	3%	4%	**
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	13	**	7	5	**	**	**	**	8	2	7	6	**	3	**	**	10	4	9	**
	7%	**	8%	7%	**	**	**	**	10%	3%	7%	7%	**	5%	**	**	8%	5%	5%	**
									i											
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	8	**	5	1	**	**	**	**	3	2	2	6	**	3	**	**	6	2	4	**
	4%	**	6%	2%	**	**	**	**	4%	2%	2%	7%	**	5%	**	**	5%	3%	2%	**
												j								
NONE OF THESE	156	**	64	55	**	**	**	**	60	59	86	70	**	49	**	**	92	64	130	**
	79%	**	75%	79%	**	**	**	**	73%	86%	82%	76%	**	79%	**	**	75%	86%	82%	**
										h								p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 199**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV SERVICE - SUMMARY OF BEHAVIOUR  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	343	282	24	26	11	266	31
Effective Weighted Sample	322	265	23	25	10	250	29
Total	197	163	13	15	6	151	19
CHANGED PROVIDER IN LAST 12 MONTHS	13	12	**	**	**	6	**
	7%	7%	**	**	**	4%	**
ACTIVELY LOOKING AT THE MOMENT	6	5	**	**	**	3	**
	3%	3%	**	**	**	2%	**
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	13	13	**	**	**	10	**
	7%	8%	**	**	**	7%	**
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	8	6	**	**	**	6	**
	4%	4%	**	**	**	4%	**
NONE OF THESE	156	126	**	**	**	126	**
	79%	78%	**	**	**	84%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT32. Which of the following best describes how you feel about your decision to switch TV service provider? Would you say you are...**  
by TV CROSS-BREAKS

Base : Those who have changed their TV service provider in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
		INTER-				SIMPLE		STAND-			LAST 12 MONTHS		BUNDLE										
		ESTED ENG-AGED				BUNDLE		ALONE					NON-SW LONE NON										
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
		~a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	~n	~o	~p	q	~r	~s	~t	~u	
Significance Level: 95%																							
Unweighted total	138	8	9	29	92	86	52	138	-	138	104	34	86	-	52	-	33	105	24	73	62	76	
Effective Weighted Sample	131	8	9	28	87	81	49	131	-	131	99	32	81	-	49	-	32	99	23	69	58	72	
Total	84	5	6	17	56	52	32	84	-	84	64	20	52	-	32	-	20	64	14	45	37	47	
Very happy	49	**	**	**	**	**	**	49	**	49	39	**	**	**	**	**	**	37	**	**	**	**	
	59%	**	**	**	**	**	**	59%	**	59%	61%	**	**	**	**	**	**	58%	**	**	**	**	
Fairly happy	28	**	**	**	**	**	**	28	**	28	21	**	**	**	**	**	**	22	**	**	**	**	
	33%	**	**	**	**	**	**	33%	**	33%	34%	**	**	**	**	**	**	35%	**	**	**	**	
TOTAL HAPPY	77	**	**	**	**	**	**	77	**	77	60	**	**	**	**	**	**	59	**	**	**	**	
	92%	**	**	**	**	**	**	92%	**	92%	95%	**	**	**	**	**	**	93%	**	**	**	**	
Fairly unhappy	3	**	**	**	**	**	**	3	**	3	1	**	**	**	**	**	**	2	**	**	**	**	
	4%	**	**	**	**	**	**	4%	**	4%	2%	**	**	**	**	**	**	3%	**	**	**	**	
Very unhappy	2	**	**	**	**	**	**	2	**	2	1	**	**	**	**	**	**	2	**	**	**	**	
	2%	**	**	**	**	**	**	2%	**	2%	2%	**	**	**	**	**	**	3%	**	**	**	**	
TOTAL UNHAPPY	6	**	**	**	**	**	**	6	**	6	3	**	**	**	**	**	**	4	**	**	**	**	
	7%	**	**	**	**	**	**	7%	**	7%	4%	**	**	**	**	**	**	6%	**	**	**	**	
Don't know	1	**	**	**	**	**	**	1	**	1	1	**	**	**	**	**	**	1	**	**	**	**	
	2%	**	**	**	**	**	**	2%	**	2%	1%	**	**	**	**	**	**	1%	**	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT32. Which of the following best describes how you feel about your decision to switch TV service provider? Would you say you are...**  
**by TV CROSS-BREAKS**

Base : Those who have changed their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	138	7	62	52	11	17	6	36	68	34	60	78	35	44	26	33	79	59	127	11
Effective Weighted Sample	131	7	61	50	11	17	6	35	65	33	57	74	34	43	25	32	76	56	120	11
Total	84	4	45	27	5	8	3	24	43	17	37	47	26	25	12	21	51	33	77	7
Very happy	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	58%	**
Fairly happy	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	33%	**
TOTAL HAPPY	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	70	**
	92%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	91%	**
Fairly unhappy	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**
Very unhappy	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
TOTAL UNHAPPY	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 200**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT32. Which of the following best describes how you feel about your decision to switch TV service provider? Would you say you are...**  
by TV CROSS-BREAKS

Base : Those who have changed their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	138	119	7	10	2	46	37
Effective Weighted Sample	131	113	7	9	2	44	35
Total	84	72	4	6	1	26	23
Very happy	49	43	**	**	**	**	**
	59%	60%	**	**	**	**	**
Fairly happy	28	23	**	**	**	**	**
	33%	32%	**	**	**	**	**
TOTAL HAPPY	77	67	**	**	**	**	**
	92%	92%	**	**	**	**	**
Fairly unhappy	3	3	**	**	**	**	**
	4%	5%	**	**	**	**	**
Very unhappy	2	1	**	**	**	**	**
	2%	1%	**	**	**	**	**
TOTAL UNHAPPY	6	4	**	**	**	**	**
	7%	6%	**	**	**	**	**
Don't know	1	1	**	**	**	**	**
	2%	2%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT39. Which of the following best describes how you feel about your decision NOT to switch TV service provider? Would you say you are...**  
by TV CROSS-BREAKS

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE		STAND-					BUNDLE		STANDA		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		INAC-	PASSIVE	ESTED	ENG-	BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	ERS	NON-SWITCHERS	STANDALONE SWITCH	NON SWITCH						
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	121	-	10	11	100	65	56	47	74	-	95	26	28	37	19	37	9	37	22	59	-	-
Effective Weighted Sample	115	-	10	11	95	62	53	45	70	-	91	25	27	35	18	35	9	35	21	56	-	-
Total	77	-	7	7	64	41	36	30	47	-	60	17	17	24	13	23	6	23	14	37	-	-
Very happy	11	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly happy	34	**	**	**	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL HAPPY	44	**	**	**	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly unhappy	20	**	**	**	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very unhappy	5	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL UNHAPPY	24	**	**	**	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT39. Which of the following best describes how you feel about your decision NOT to switch TV service provider? Would you say you are...**  
by TV CROSS-BREAKS

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 ~b	45-64 ~c	65-74 ~d	65+ ~e	75+ ~f	16-34 ~g	35-54 ~h	55+ ~i	MALE ~j	FEMALE ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	ABC1 ~p	C2DE ~q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	121	4	60	50	3	7	4	34	58	29	65	56	38	34	25	24	72	49	100	21
Effective Weighted Sample	115	4	58	48	3	7	4	33	56	28	62	53	37	33	25	23	69	46	95	20
Total	77	3	43	29	1	3	2	24	38	15	43	34	28	20	12	17	48	29	64	13
Very happy	11 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10 16%	**
Fairly happy	34 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	27 42%	**
TOTAL HAPPY	44 57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	37 58%	**
Fairly unhappy	20 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16 26%	**
Very unhappy	5 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4 6%	**
TOTAL UNHAPPY	24 31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21 32%	**
Don't know	9 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7 10%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 201**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT39. Which of the following best describes how you feel about your decision NOT to switch TV service provider? Would you say you are...**  
**by TV CROSS-BREAKS**

Base : Those who have considered changing their TV service provider in the last 12 months

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	121	108	4	8	1	50	32
Effective Weighted Sample	115	103	4	8	1	48	31
Total	77	70	2	4	*	32	20
Very happy	11	10	**	**	**	**	**
	14%	14%	**	**	**	**	**
Fairly happy	34	30	**	**	**	**	**
	43%	43%	**	**	**	**	**
TOTAL HAPPY	44	40	**	**	**	**	**
	57%	57%	**	**	**	**	**
Fairly unhappy	20	18	**	**	**	**	**
	25%	26%	**	**	**	**	**
Very unhappy	5	4	**	**	**	**	**
	6%	6%	**	**	**	**	**
TOTAL UNHAPPY	24	22	**	**	**	**	**
	31%	32%	**	**	**	**	**
Don't know	9	8	**	**	**	**	**
	11%	11%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best TV service provider on the market. IF NECESSARY - Do you...**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Agree strongly	278	3	-	215	61	131	148	103	176	27	178	100	62	69	41	107	21	82	58	111	**	**
	27%	1%	-%	64% abd	30% ab	29%	25%	26%	27%	32%	28% k	24%	27%	30%	25%	25%	26%	26%	26%	29%	**	**
Agree slightly	292	6	195	22	68	138	154	135	157	29	193	99	83	55	52	102	27	105	65	119	**	**
	28%	2%	97% acd	6% a	34% ac	30%	26%	34% h	24%	35% h	31% k	24%	36% mo	24%	32% mo	24%	33%	34%	29%	31%	**	**
TOTAL AGREE	570	8	195	237	129	268	302	237	333	56	371	199	144	124	93	209	48	187	123	230	**	**
	54%	3%	97% acd	70% a	64% a	59% f	51%	60% h	51%	67% h	59% k	47%	63% mo	55%	56% o	49%	59%	60%	54%	59%	**	**
Neither	244	159	3	50	32	96	148	90	154	14	133	112	46	51	45	103	17	72	55	78	**	**
	23%	52% bcd	1%	15% b	16% b	21%	25% e	23%	24% i	16%	21%	27% j	20%	22%	27% l	24%	20%	23%	24%	20%	**	**
Disagree slightly	71	28	2	21	20	37	35	29	42	6	44	27	18	18	11	24	8	21	9	32	**	**
	7%	9% b	1%	6% b	10% bc	8%	6%	7%	6%	7%	7%	6%	8%	8%	6%	6%	10%	7%	4%	8% r	**	**
Disagree strongly	47	15	1	16	15	28	19	17	30	4	36	11	11	17	6	13	4	13	9	25	**	**
	5%	5% b	1%	5% b	7% b	6% f	3%	4%	5%	4%	6% k	3%	5%	8% no	4%	3%	5%	4%	4%	6%	**	**
TOTAL DISAGREE	119	44	3	37	35	65	54	46	72	9	80	38	29	35	17	37	12	34	18	57	**	**
	11%	14% b	2%	11% b	17% bc	14% f	9%	12%	11%	11%	13% k	9%	13% o	16% no	10%	9%	15%	11%	8%	15% r	**	**
Don't know	114	96	*	13	4	27	87	21	93	5	44	70	10	17	11	76	5	16	32	22	**	**
	11%	31% bcd	-%	4% b	2% b	6%	15% e	5%	14% gi	6%	7%	17% j	4%	8%	7%	18% lmn	6%	5%	14% s	6%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best TV service provider on the market. IF NECESSARY - Do you...**  
**by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Agree strongly	278 27%	** **	126 31% ce	84 23%	31 25%	56 25%	25 25%	73 31% i	111 26%	94 24%	139 26%	139 27%	65 23%	73 24%	58 32% lm	83 30% lm	137 23%	141 31% p	248 28% s	31 21%
Agree slightly	292 28%	** **	128 31% def	99 27% e	27 22%	49 22%	22 22%	72 31% i	132 31% i	87 22%	147 28%	144 28%	82 29%	87 29%	50 28%	72 26%	169 29%	123 27%	255 28%	37 25%
TOTAL AGREE	570 54%	** **	255 62% cdef	183 51%	58 47%	105 47%	47 48%	145 62% i	243 58% i	182 47%	287 54%	283 54%	146 51%	160 53%	108 59% l	156 56%	306 52%	264 57% p	503 56% s	67 46%
Neither	244 23%	** **	84 20%	92 26% b	36 29% b	58 26% b	22 22%	41 18%	101 24% g	102 26% g	126 24%	118 23%	74 26% n	76 25% n	35 19%	59 21%	150 26% q	95 20%	214 24%	30 20%
Disagree slightly	71 7%	** **	29 7%	28 8%	5 4%	10 4%	5 5%	19 8%	31 7%	21 5%	36 7%	35 7%	21 7%	17 6%	13 7%	20 7%	38 7%	33 7%	59 7%	12 8%
Disagree strongly	47 5%	** **	22 5% de	19 5% de	2 2%	4 2%	2 2%	15 6%	17 4%	15 4%	25 5%	22 4%	10 3%	16 5%	9 5%	12 4%	26 4%	21 5%	36 4%	11 8% r
TOTAL DISAGREE	119 11%	** **	51 12% def	47 13% def	7 6%	14 6%	7 7%	34 14% i	48 11%	37 9%	61 12%	57 11%	31 11%	33 11%	22 12%	32 12%	64 11%	54 12%	95 11%	23 16% r
Don't know	114 11%	** **	25 6%	39 11% b	23 18% bc	45 20% bc	23 23% bc	15 6%	30 7%	69 18% gh	53 10%	61 12%	34 12%	32 11%	16 9%	33 12%	65 11%	49 11%	87 10%	27 18% r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 202**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (TV SERVICE PROVIDER)? They are the best TV service provider on the market. IF NECESSARY - Do you... by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Agree strongly	278	229	33	**	**	124	48
	27%	26%	37% a	**	**	33% f	25%
Agree slightly	292	247	24	**	**	126	54
	28%	28%	27%	**	**	34%	28%
TOTAL AGREE	570	475	58	**	**	251	102
	54%	54%	63% a	**	**	67% f	54%
Neither	244	215	12	**	**	63	45
	23%	25% b	13%	**	**	17%	24% e
Disagree slightly	71	60	6	**	**	16	20
	7%	7%	6%	**	**	4%	10% e
Disagree strongly	47	36	6	**	**	17	13
	5%	4%	7%	**	**	4%	7%
TOTAL DISAGREE	119	96	12	**	**	33	33
	11%	11%	13%	**	**	9%	17% e
Don't know	114	88	10	**	**	26	10
	11%	10%	10%	**	**	7%	5%

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCHERS	STANDALONE NON SWITCHERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u	
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-
Prefer to stay with trusted/ known provider	116 36%	106 37%	**	**	**	45 42% f	71 33%	29 37%	87 36%	**	56 38%	60 34%	**	27 40%	**	60 34%	**	25 37%	23 31%	35 42%	**	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	73 23%	60 21%	**	**	**	29 27%	44 20%	26 33% h	46 19%	**	33 23%	40 23%	**	13 20%	**	33 19%	**	22 33%	11 15% r	25 29%	**	**
Too busy/ don't have time to research the options	25 8%	21 8%	**	**	**	12 11% f	14 6%	6 8%	19 8%	**	15 10%	11 6%	**	8 13% o	**	11 6%	**	4 6%	6 9%	10 11%	**	**
Don't want to pay for TV service	22 7%	21 8%	**	**	**	- -%	22 10% e	6 8%	16 7%	**	- -%	22 13% j	**	- -%	**	16 9% m	**	5 8%	8 11% s	- -%	**	**
Too much hassle to set up the new service	21 7%	19 7%	**	**	**	9 9%	12 6%	5 6%	16 7%	**	14 9% k	8 4%	**	6 9%	**	10 6%	**	4 6%	5 6%	7 8%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u	
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-
No/ not enough difference between providers	20	18	**	**	**	9	11	5	15	**	10	10	**	5	**	9	**	4	2	8	**	**
	6%	6%	**	**	**	8%	5%	7%	6%	**	7%	6%	**	8%	**	5%	**	6%	3%	9%	**	**
																			r			
Don't want to sign up to a package/ bundle of services	19	19	**	**	**	*	19	3	16	**	1	18	**	*	**	15	**	3	6	-	**	**
	6%	7%	**	**	**	%	9%	4%	7%	**	1%	10%	**	1%	**	9%	**	5%	8%	-%	**	**
							e					j				m			s			
Didn't want to get locked into a fixed contract with new provider	18	16	**	**	**	3	15	5	13	**	4	14	**	3	**	10	**	4	4	1	**	**
	6%	6%	**	**	**	3%	7%	6%	5%	**	3%	8%	**	5%	**	6%	**	7%	5%	1%	**	**
												j										
Difficult to make comparisons between providers	16	13	**	**	**	5	12	4	12	**	8	8	**	2	**	10	**	4	3	3	**	**
	5%	5%	**	**	**	4%	6%	5%	5%	**	6%	5%	**	4%	**	6%	**	6%	4%	4%	**	**
Tied to fixed length contract with my current provider	13	11	**	**	**	8	5	3	10	**	11	2	**	6	**	4	**	3	2	8	**	**
	4%	4%	**	**	**	8%	2%	4%	4%	**	8%	1%	**	9%	**	2%	**	5%	2%	9%	**	**
						f					k			o					r			
Don't watch much television	11	11	**	**	**	2	8	1	9	**	1	9	**	2	**	8	**	*	3	1	**	**
	3%	4%	**	**	**	2%	4%	1%	4%	**	1%	5%	**	2%	**	4%	**	1%	4%	1%	**	**
											j											

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u		
Significance Level: 95%																						
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-
Shopping around for a new provider is too much of a hassle or a chore	10 3%	10 3%	** **	** **	** **	3 3%	6 3%	2 3%	7 3%	** **	5 3%	5 3%	** **	3 5%	** **	4 2%	** **	2 4%	3 4%	2 2%	** **	** **
Problems/ issues with current provider not sufficiently bad/ frequent to switch	9 3%	7 2%	** **	** **	** **	4 4%	4 2%	3 4%	6 2%	** **	6 4% k	3 1%	** **	3 4%	** **	3 2%	** **	3 5%	1 2%	4 5%	** **	** **
Too big a risk that something will go wrong in the transition/ switch from one provider to another	8 2%	7 3%	** **	** **	** **	3 3%	4 2%	2 2%	6 2%	** **	3 2%	4 2%	** **	3 4%	** **	3 2%	** **	2 3%	2 2%	3 3%	** **	** **
Don't live in a cabled street/ can't get cable TV where I live	8 2%	5 2%	** **	** **	** **	3 2%	5 2%	2 3%	5 2%	** **	5 3%	3 2%	** **	2 3%	** **	4 2%	** **	1 1%	3 4%	1 1%	** **	** **
Don't want to get a satellite dish	8 2%	7 2%	** **	** **	** **	1 1%	6 3%	2 3%	6 2%	** **	1 1%	6 3%	** **	1 1%	** **	5 3%	** **	1 1%	2 3%	1 2%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	BUNDLE	STANDALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	7 2%	3 1%	** **	** **	** **	6 5% f	2 1%	4 5% h	3 1%	** **	7 5% k	* %	** **	2 3% o	** **	1 1%	** **	4 6%	- -%	5 6% r	** **	** **
It's too time consuming to go through the process of switching from one provider to another	7 2%	7 2%	** **	** **	** **	2 2%	5 2%	1 2%	6 2%	** **	4 2%	3 2%	** **	2 3%	** **	3 2%	** **	1 1%	1 2%	2 3%	** **	** **
Other providers don't have all the channels I want	6 2%	5 2%	** **	** **	** **	2 2%	4 2%	- -%	6 2%	** **	5 4% k	1 %	** **	2 3%	** **	4 2%	** **	- -%	2 3%	2 3%	** **	** **
It's not clear what steps I would need to take to switch provider	4 1%	4 1%	** **	** **	** **	2 2%	2 1%	1 1%	3 1%	** **	2 1%	2 1%	** **	1 2%	** **	2 1%	** **	1 1%	2 2%	2 2%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

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**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u	
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-
Information available confusing / couldn't understand technical jargon	3 1%	3 1%	** **	** **	** **	* *0%	3 1%	1 1%	3 1%	** **	* *0%	3 2%	** **	* 1%	** **	2 1%	** **	1 1%	1 1%	- -%	** **	** **
Not interested/ no reason/ not bothered/ happy enough	3 1%	2 1%	** **	** **	** **	1 1%	2 1%	* 1%	2 1%	** **	1 1%	2 1%	** **	1 1%	** **	2 1%	** **	* 1%	1 1%	1 1%	** **	** **
Not allowed to get cable or satellite dish	2 1%	1 *0%	** **	** **	** **	2 2%	1 *0%	1 2%	1 *0%	** **	2 1%	1 *0%	** **	* 1%	** **	1 *0%	** **	* 1%	- -%	* 1%	** **	** **
Can't get a good reception on Freeview where I live/ can't get Freeview	2 1%	2 1%	** **	** **	** **	1 1%	1 1%	- -%	2 1%	** **	- -%	2 1%	** **	1 1%	** **	1 1%	** **	- -%	* 1%	- -%	** **	** **
Have a minimum notice period	1 *0%	* *0%	** **	** **	** **	1 1%	- -%	* 1%	1 *0%	** **	1 1%	- -%	** **	1 1%	** **	- -%	** **	* 1%	- -%	1 1%	** **	** **
Don't want to split up the bundle	1 *0%	1 *0%	** **	** **	** **	1 1%	- -%	- -%	1 *0%	** **	1 1%	- -%	** **	1 1%	** **	- -%	** **	- -%	- -%	1 1%	** **	** **

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



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**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	INTER-					SIMPLE STAND-		LAST 12 MONTHS					BUNDLE NON-SWITCHERS		STANDALONE SWITCH								
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
		a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u	
Significance Level: 95%																							
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-	
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-	
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-	
Concerned would lose stored/ purchased TV programmes/ movies	1	-	**	**	**	1	-	1	-	**	1	-	**	-	**	-	**	1	-	-	**	**	
	%	%	**	**	**	1%	%	1%	%	**	%	%	**	%	**	%	**	1%	%	%	**	**	
STAY WITH TRUSTED PROVIDER	116	106	**	**	**	45	71	29	87	**	56	60	**	27	**	60	**	25	23	35	**	**	
	36%	37%	**	**	**	42%	33%	37%	36%	**	38%	34%	**	40%	**	34%	**	37%	31%	42%	**	**	
NO COST BENEFIT	94	80	**	**	**	29	65	32	62	**	33	61	**	13	**	49	**	27	19	25	**	**	
	29%	28%	**	**	**	27%	30%	40%	26%	**	23%	35%	**	20%	**	28%	**	41%	26%	29%	**	**	
HASSLE	55	50	**	**	**	22	33	14	41	**	32	23	**	15	**	26	**	10	15	19	**	**	
	17%	18%	**	**	**	21%	15%	17%	17%	**	22%	13%	**	23%	**	15%	**	15%	20%	22%	**	**	
TERMS AND CONDITIONS	49	41	**	**	**	16	33	13	36	**	21	28	**	11	**	25	**	12	12	13	**	**	
	15%	15%	**	**	**	15%	15%	17%	15%	**	15%	16%	**	17%	**	14%	**	19%	16%	15%	**	**	
NO BENEFIT/ INCENTIVE	36	33	**	**	**	13	24	6	30	**	16	21	**	9	**	21	**	4	7	10	**	**	
	11%	12%	**	**	**	12%	11%	7%	13%	**	11%	12%	**	14%	**	12%	**	6%	9%	12%	**	**	
CLARITY OF INFORMATION	23	20	**	**	**	7	17	5	18	**	10	13	**	4	**	14	**	5	5	5	**	**	
	7%	7%	**	**	**	6%	8%	7%	7%	**	7%	7%	**	6%	**	8%	**	8%	7%	6%	**	**	
SERVICE AVAILABILITY	17	14	**	**	**	6	12	5	13	**	7	10	**	4	**	9	**	2	5	3	**	**	
	5%	5%	**	**	**	5%	5%	6%	5%	**	5%	6%	**	5%	**	5%	**	3%	6%	4%	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

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**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INACT- TIVE	PASSIVE	ESTED	ENG- AGED	BUNDLE	ALONE	EVER	NEVER	12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	~b	~c	~d	e	f	g	h	~i	j	k	~l	m	~n	o	~p	q	r	s	~t	~u	
Unweighted total	584	517	-	67	-	191	393	147	437	-	261	323	75	116	72	321	23	124	136	150	-	-
Effective Weighted Sample	548	485	-	64	-	180	368	139	410	-	246	302	71	109	68	301	22	117	128	142	-	-
Total	320	283	-	37	-	106	215	79	241	-	145	175	40	66	40	175	13	66	74	84	-	-
PROVIDER SATISFACTION	12	9	**	**	**	5	6	4	8	**	7	4	**	3	**	5	**	4	2	5	**	**
	4%	3%	**	**	**	5%	3%	4%	3%	**	5%	2%	**	5%	**	3%	**	5%	3%	6%	**	**
RISK	8	7	**	**	**	4	4	2	6	**	4	4	**	3	**	3	**	2	2	3	**	**
	3%	3%	**	**	**	4%	2%	3%	2%	**	3%	2%	**	4%	**	2%	**	4%	2%	3%	**	**
Don't know	23	22	**	**	**	6	17	1	22	**	11	12	**	6	**	15	**	1	5	4	**	**
	7%	8%	**	**	**	6%	8%	2%	9%	**	8%	7%	**	9%	**	9%	**	2%	7%	5%	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

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Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	584	29	119	210	125	226	101	77	160	347	275	309	126	189	111	158	315	269	488	96
Effective Weighted Sample	548	28	116	201	122	221	99	75	153	333	259	290	122	180	108	148	298	252	458	91
Total	320	20	83	116	57	101	44	54	99	167	156	165	82	97	50	90	180	141	269	51
Prefer to stay with trusted/ known provider	116	**	22	39	28	53	25	**	25	79	57	59	28	37	21	30	65	51	100	**
	36%	**	26%	34%	50% bc	53% bc	56% bc	**	26%	47% h	37%	36%	34%	38%	42%	33%	36%	36%	37%	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	73	**	20	27	13	19	6	**	24	34	35	37	14	19	11	29	33	39	65	**
	23%	**	24% f	24% f	23%	19%	13%	**	24%	20%	23%	23%	18%	19%	22%	32% lm	19%	28% p	24%	**
Too busy/ don't have time to research the options	25	**	8	11	2	4	1	**	11	10	14	11	11	8	3	4	19	7	22	**
	8%	**	10% ef	10% e	4%	4%	3%	**	11% i	6%	9%	7%	13% no	8%	5%	4%	10% q	5%	8%	**
Don't want to pay for TV service	22	**	8	4	3	6	3	**	6	8	9	13	3	6	4	9	9	13	19	**
	7%	**	10% c	3%	6%	6%	6%	**	6%	5%	6%	8%	4%	6%	7%	10%	5%	9%	7%	**
Too much hassle to set up the new service	21	**	2	9	4	8	4	**	6	12	8	13	7	8	3	2	15	6	17	**
	7%	**	2%	8% b	7%	8% b	8%	**	6%	7%	5%	8%	9% o	8% o	7%	3%	8% q	4%	6%	**
No/ not enough difference between providers	20	**	6	10	1	3	2	**	9	8	8	12	6	7	3	4	13	7	17	**
	6%	**	7%	8% de	2%	3%	4%	**	9%	5%	5%	7%	7%	7%	6%	4%	7%	5%	6%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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**QT9d. Why are you not interested in changing the company that provides your television service?  
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Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	584	29	119	210	125	226	101	77	160	347	275	309	126	189	111	158	315	269	488	96
Effective Weighted Sample	548	28	116	201	122	221	99	75	153	333	259	290	122	180	108	148	298	252	458	91
Total	320	20	83	116	57	101	44	54	99	167	156	165	82	97	50	90	180	141	269	51
Don't want to sign up to a package/ bundle of services	19 6%	** **	7 9%	8 6%	3 5%	4 4%	2 4%	** **	7 7%	9 5%	11 7%	8 5%	5 6%	2 2%	2 4%	10 11% m	7 4%	12 9% p	15 6%	** **
Didn't want to get locked into a fixed contract with new provider	18 6%	** **	5 7%	6 6%	3 5%	5 5%	3 6%	** **	5 5%	9 5%	10 7%	8 5%	2 2%	5 5%	3 5%	8 9% l	7 4%	11 8% p	13 5%	** **
Difficult to make comparisons between providers	16 5%	** **	5 7%	4 3%	4 7%	7 6%	3 6%	** **	4 4%	10 6%	7 5%	9 5%	3 4%	4 4%	3 6%	6 7%	7 4%	9 6%	15 6%	** **
Tied to fixed length contract with my current provider	13 4%	** **	4 5%	5 4%	1 3%	2 2%	1 2%	** **	5 5%	5 3%	9 6%	5 3%	5 6%	4 4%	1 2%	3 4%	9 5%	4 3%	11 4%	** **
Don't watch much television	11 3%	** **	3 4%	3 3%	2 4%	3 3%	1 3%	** **	4 5%	5 3%	3 2%	7 5%	3 4%	4 4%	2 4%	2 2%	7 4%	4 3%	7 3%	** **
Shopping around for a new provider is too much of a hassle or a chore	10 3%	** **	2 2%	3 3%	2 4%	3 3%	1 2%	** **	4 4%	4 2%	6 4%	4 2%	2 2%	3 3%	1 3%	4 4%	5 3%	5 4%	8 3%	** **
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

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Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ f	16-34 ~g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL ~s
Significance Level: 95%																				
Unweighted total	584	29	119	210	125	226	101	77	160	347	275	309	126	189	111	158	315	269	488	96
Effective Weighted Sample	548	28	116	201	122	221	99	75	153	333	259	290	122	180	108	148	298	252	458	91
Total	320	20	83	116	57	101	44	54	99	167	156	165	82	97	50	90	180	141	269	51
Problems/ issues with current provider not sufficiently bad/ frequent to switch	9 3%	** **	1 1%	5 4%	1 2%	2 2%	1 2%	** **	3 3%	5 3%	6 4%	3 2%	3 3%	3 3%	3 6%	* 1%	5 3%	3 2%	7 3%	** **
Too big a risk that something will go wrong in the transition/ switch from one provider to another	8 2%	** **	1 1%	4 3%	1 2%	3 3%	2 5%	** **	2 2%	5 3%	5 3%	3 2%	2 2%	3 3%	1 2%	2 2%	5 3%	3 2%	6 2%	** **
Don't live in a cabled street/ can't get cable TV where I live	8 2%	** **	1 1%	4 3%	* 1%	2 2%	2 4%	** **	3 3%	3 2%	3 2%	4 3%	2 2%	3 3%	2 4%	1 1%	4 2%	3 2%	5 2%	** **
Don't want to get a satellite dish	8 2%	** **	2 3%	4 3%	1 2%	1 1%	- -%	** **	4 4%	3 2%	2 1%	5 3%	2 2%	2 2%	1 2%	3 3%	4 2%	4 3%	5 2%	** **
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	7 2%	** **	3 3%	2 2%	1 1%	2 2%	1 2%	** **	3 3%	2 1%	5 3%	3 2%	1 1%	2 2%	2 4%	2 2%	3 2%	4 3%	6 2%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Significance Level: 95%																				
Unweighted total	584	29	119	210	125	226	101	77	160	347	275	309	126	189	111	158	315	269	488	96
Effective Weighted Sample	548	28	116	201	122	221	99	75	153	333	259	290	122	180	108	148	298	252	458	91
Total	320	20	83	116	57	101	44	54	99	167	156	165	82	97	50	90	180	141	269	51
It's too time consuming to go through the process of switching from one provider to another	7	**	2	3	*	1	1	**	1	4	3	4	2	3	-	2	5	2	7	**
	2%	**	3%	2%	1%	1%	2%	**	1%	2%	2%	2%	2%	3%	-%	2%	3%	1%	2%	**
Other providers don't have all the channels I want	6	**	1	3	1	1	*	**	3	3	2	4	3	2	-	1	5	1	6	**
	2%	**	2%	3%	2%	1%	1%	**	3%	2%	1%	2%	4%	2%	-%	1%	3%	1%	2%	**
It's not clear what steps I would need to take to switch provider	4	**	1	2	1	1	-	**	2	2	3	1	2	*	*	1	3	1	3	**
	1%	**	1%	2%	2%	1%	-%	**	2%	1%	2%	1%	3%	-%	1%	1%	1%	1%	1%	**
Information available confusing / couldn't understand technical jargon	3	**	-	1	1	2	1	**	*	3	2	1	*	*	*	2	1	2	3	**
	1%	**	-%	1%	2%	2%	2%	**	-%	2%	1%	1%	1%	-%	1%	2%	1%	2%	1%	**
Not interested/ no reason/ not bothered/ happy enough	3	**	-	2	-	1	1	**	1	2	2	1	1	1	*	*	2	1	2	**
	1%	**	-%	2%	-%	1%	2%	**	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	**
Not allowed to get cable or satellite dish	2	**	-	1	*	*	-	**	1	1	1	1	1	1	1	-	2	1	2	**
	1%	**	-%	1%	1%	-%	-%	**	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	**

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
		~a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Significance Level: 95%																				
Unweighted total	584	29	119	210	125	226	101	77	160	347	275	309	126	189	111	158	315	269	488	96
Effective Weighted Sample	548	28	116	201	122	221	99	75	153	333	259	290	122	180	108	148	298	252	458	91
Total	320	20	83	116	57	101	44	54	99	167	156	165	82	97	50	90	180	141	269	51
Can't get a good reception on Freeview where I live/ can't get Freeview	2 1%	** **	1 1%	1 1%	- -%	- -%	- -%	** **	1 1%	- -%	- -%	2 1%	- -%	1 1%	1 2%	1 1%	1 *%	2 1%	1 *%	** **
Have a minimum notice period	1 *%	** **	1 1%	* *%	- -%	- -%	- -%	** **	* *%	- -%	1 1%	- -%	- -%	* *%	1 1%	- -%	* *%	1 *%	1 *%	** **
Don't want to split up the bundle	1 *%	** **	1 1%	- -%	- -%	- -%	- -%	** **	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 1%	- -%	1 1%	1 *%	** **
Concerned would lose stored/ purchased TV programmes/ movies	1 *%	** **	- -%	1 1%	- -%	- -%	- -%	** **	- -%	1 *%	- -%	1 *%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	** **
STAY WITH TRUSTED PROVIDER	116 36%	** **	22 26%	39 34%	28 50% bc	53 53% bc	25 56% bc	** **	25 26%	79 47% h	57 37%	59 36%	28 34%	37 38%	21 42%	30 33%	65 36%	51 36%	100 37%	** **
NO COST BENEFIT	94 29%	** **	27 33% f	31 27%	16 28%	24 24%	8 19%	** **	28 29%	42 25%	44 29%	49 30%	18 22%	24 24%	14 29%	38 42% lmn	42 23%	52 37% p	83 31%	** **
HASSLE	55 17%	** **	15 17%	22 19%	8 15%	15 15%	6 14%	** **	19 19%	27 16%	26 17%	28 17%	19 23% no	19 20% o	6 13%	10 12%	38 21% q	17 12%	46 17%	** **
TERMS AND CONDITIONS	49 15%	** **	18 22% de	18 15%	5 9%	10 10%	5 12%	** **	19 19% i	19 11%	28 18%	21 13%	11 14%	11 12%	8 15%	19 21% m	23 13%	26 19%	40 15%	** **

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

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	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	q	r	~s
Unweighted total	584	29	119	210	125	226	101	77	160	347	275	309	126	189	111	158	315	269	488	96
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Total	320	20	83	116	57	101	44	54	99	167	156	165	82	97	50	90	180	141	269	51
NO BENEFIT/ INCENTIVE	36	**	11	16	4	8	4	**	17	16	13	24	12	12	5	7	24	12	30	**
	11%	**	13%	14%	8%	8%	8%	**	17%	9%	8%	14%	15%	12%	10%	7%	14%	8%	11%	**
									i			j	o							
CLARITY OF INFORMATION	23	**	6	7	6	9	4	**	6	14	12	11	6	5	4	9	11	12	21	**
	7%	**	8%	6%	10%	9%	8%	**	6%	9%	8%	7%	7%	5%	7%	10%	6%	9%	8%	**
SERVICE AVAILABILITY	17	**	3	8	2	4	2	**	7	7	6	11	3	6	4	5	9	8	12	**
	5%	**	4%	7%	4%	4%	4%	**	7%	4%	4%	7%	4%	6%	7%	5%	5%	6%	5%	**
PROVIDER SATISFACTION	12	**	1	7	1	3	2	**	4	7	8	4	3	4	3	1	7	4	9	**
	4%	**	1%	6%	2%	3%	4%	**	4%	4%	5%	2%	4%	4%	6%	1%	4%	3%	3%	**
			b												o					
RISK	8	**	1	5	1	3	2	**	2	6	5	3	2	3	1	2	5	3	6	**
	3%	**	1%	4%	2%	3%	5%	**	2%	3%	3%	2%	2%	4%	2%	2%	3%	2%	2%	**
Don't know	23	**	6	7	4	8	4	**	7	12	11	12	7	7	2	8	13	10	19	**
	7%	**	7%	6%	8%	8%	8%	**	7%	7%	7%	7%	8%	7%	4%	8%	7%	7%	7%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	584	474	50	40	20	138	85
Effective Weighted Sample	548	445	48	38	19	130	81
Total	320	260	29	20	11	75	47
Prefer to stay with trusted/ known provider	116	97	**	**	**	29	**
	36%	37%	**	**	**	39%	**
Current provider is still the best deal/ cheapest/ cheap enough/ wouldn't save enough to warrant switching	73	65	**	**	**	13	**
	23%	25%	**	**	**	18%	**
Too busy/ don't have time to research the options	25	18	**	**	**	8	**
	8%	7%	**	**	**	10%	**
Don't want to pay for TV service	22	15	**	**	**	1	**
	7%	6%	**	**	**	2%	**
Too much hassle to set up the new service	21	16	**	**	**	5	**
	7%	6%	**	**	**	6%	**
No/ not enough difference between providers	20	14	**	**	**	5	**
	6%	5%	**	**	**	7%	**
Don't want to sign up to a package/ bundle of services	19	19	**	**	**	1	**
	6%	7%	**	**	**	1%	**
Columns Tested: a,b,c,d - e,f							

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	584	474	50	40	20	138	85
Effective Weighted Sample	548	445	48	38	19	130	81
Total	320	260	29	20	11	75	47
Didn't want to get locked into a fixed contract with new provider	18 6%	15 6%	** **	** **	** **	1 2%	** **
Difficult to make comparisons between providers	16 5%	13 5%	** **	** **	** **	8 11%	** **
Tied to fixed length contract with my current provider	13 4%	11 4%	** **	** **	** **	7 10%	** **
Don't watch much television	11 3%	10 4%	** **	** **	** **	* 1%	** **
Shopping around for a new provider is too much of a hassle or a chore	10 3%	8 3%	** **	** **	** **	3 5%	** **
Problems/ issues with current provider not sufficiently bad/ frequent to switch	9 3%	6 2%	** **	** **	** **	2 3%	** **

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	584	474	50	40	20	138	85
Effective Weighted Sample	548	445	48	38	19	130	81
Total	320	260	29	20	11	75	47
Too big a risk that something will go wrong in the transition/ switch from one provider to another	8 2%	5 2%	** **	** **	** **	2 3%	** **
Don't live in a cabled street/ can't get cable TV where I live	8 2%	4 2%	** **	** **	** **	5 7%	** **
Don't want to get a satellite dish	8 2%	6 2%	** **	** **	** **	- -%	** **
Still within my contract period/ would have to pay an early termination charge/ cancellation charge	7 2%	6 2%	** **	** **	** **	3 4%	** **
It's too time consuming to go through the process of switching from one provider to another	7 2%	6 2%	** **	** **	** **	1 2%	** **
Columns Tested: a,b,c,d - e,f							

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	584	474	50	40	20	138	85
Effective Weighted Sample	548	445	48	38	19	130	81
Total	320	260	29	20	11	75	47
Other providers don't have all the channels I want	6	5	**	**	**	4	**
	2%	2%	**	**	**	5%	**
It's not clear what steps I would need to take to switch provider	4	3	**	**	**	1	**
	1%	1%	**	**	**	1%	**
Information available confusing / couldn't understand technical jargon	3	3	**	**	**	-	**
	1%	1%	**	**	**	-%	**
Not interested/ no reason/ not bothered/ happy enough	3	3	**	**	**	*	**
	1%	1%	**	**	**	1%	**
Not allowed to get cable or satellite dish	2	2	**	**	**	1	**
	1%	1%	**	**	**	1%	**
Can't get a good reception on Freeview where I live/ can't get Freeview	2	2	**	**	**	*	**
	1%	1%	**	**	**	1%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	584	474	50	40	20	138	85
Effective Weighted Sample	548	445	48	38	19	130	81
Total	320	260	29	20	11	75	47
Have a minimum notice period	1	1	**	**	**	-	**
	*%	*%	**	**	**	-%	**
Don't want to split up the bundle	1	1	**	**	**	1	**
	*%	*%	**	**	**	1%	**
Concerned would lose stored/ purchased TV programmes/ movies	1	1	**	**	**	1	**
	*%	*%	**	**	**	1%	**
STAY WITH TRUSTED PROVIDER	116	97	**	**	**	29	**
	36%	37%	**	**	**	39%	**
NO COST BENEFIT	94	78	**	**	**	14	**
	29%	30%	**	**	**	19%	**
HASSLE	55	42	**	**	**	15	**
	17%	16%	**	**	**	20%	**
TERMS AND CONDITIONS	49	43	**	**	**	12	**
	15%	17%	**	**	**	15%	**
NO BENEFIT/ INCENTIVE	36	29	**	**	**	10	**
	11%	11%	**	**	**	13%	**
CLARITY OF INFORMATION	23	19	**	**	**	9	**
	7%	7%	**	**	**	12%	**
SERVICE AVAILABILITY	17	12	**	**	**	5	**
	5%	5%	**	**	**	7%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 203**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT9d. Why are you not interested in changing the company that provides your television service?  
by TV CROSS-BREAKS**

Base : Those who are not interested in a new television service provider who have not switched and not considered switching in the last 12 months who are not currently looking for a new provider and who do not agree their provider is the best on the market

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	584	474	50	40	20	138	85
Effective Weighted Sample	548	445	48	38	19	130	81
Total	320	260	29	20	11	75	47
PROVIDER SATISFACTION	12	9	**	**	**	3	**
	4%	4%	**	**	**	4%	**
RISK	8	6	**	**	**	3	**
	3%	2%	**	**	**	4%	**
Don't know	23	18	**	**	**	4	**
	7%	7%	**	**	**	6%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between TV service providers?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Very easy	285	60	43	121	61	137	148	129	156	37	187	98	78	59	51	97	33	94	62	116	**	**
	27%	19%	21%	36% ab	30% ab	30% f	25%	33% h	24%	45% gh	30% k	23%	34% mo	26%	31% o	23%	41% q	31%	27%	30%	**	**
Fairly easy	375	93	106	96	79	173	202	150	224	28	238	137	84	89	66	136	27	121	82	157	**	**
	36%	30%	53% acd	29% ac	39% ac	38%	34%	38%	34%	34%	38% k	33%	37%	39% o	40% o	32%	33%	39%	36%	40%	**	**
TOTAL EASY	660	153	149	218	140	310	350	279	381	66	425	235	162	148	117	233	61	215	143	273	**	**
	63%	50%	74% ac	65% a	70% a	68% f	59%	71% h	58%	78% h	68% k	56%	71% o	65% o	71% o	55%	74%	69%	63% r	71% r	**	**
Fairly difficult	124	38	20	38	28	64	60	55	70	8	84	40	37	27	18	42	11	44	23	55	**	**
	12%	12%	10%	11%	14%	14% f	10%	14% h	11%	9%	13% k	10%	16% o	12%	11%	10%	13%	14%	10% r	14% r	**	**
Very difficult	84	27	6	31	20	35	49	27	57	7	49	35	16	19	11	38	4	23	15	27	**	**
	8%	9% b	3%	9% b	10% b	8%	8%	7%	9%	8%	8%	8%	7%	9%	7%	9%	5%	7%	6% s	7% s	**	**
TOTAL DIFFICULT	209	65	26	70	47	99	109	82	127	15	133	75	53	47	29	80	15	67	37	83	**	**
	20%	21% b	13%	21% b	24% b	22%	18%	21%	19%	17%	21%	18%	23%	21%	18%	19%	18%	22%	16% s	21% r	**	**
Don't know	179	89	27	50	13	47	132	34	145	4	70	109	15	32	19	113	6	28	47	32	**	**
	17%	29% bcd	13% d	15% d	7%	10%	22% e	9%	22% gi	4% j	11%	26% j	6%	14% l	12% l	27% lmn	8%	9%	20% s	8% s	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between TV service providers?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Very easy	285	**	141	89	25	36	11	89	121	76	158	127	76	86	50	73	162	123	250	35
	27%	**	34%	25%	20%	16%	11%	38%	29%	19%	30%	24%	27%	28%	27%	26%	28%	27%	28%	24%
			cdef	ef	f			hi	i		k									
Fairly easy	375	**	172	129	36	56	20	93	173	108	200	175	104	111	72	88	215	160	321	54
	36%	**	42%	36%	29%	25%	20%	40%	41%	28%	38%	34%	37%	37%	40%	31%	37%	35%	36%	37%
			cdef	ef	f			i	i						o					
TOTAL EASY	660	**	313	219	61	92	30	182	294	184	358	302	180	196	122	161	377	283	571	89
	63%	**	76%	61%	49%	41%	31%	77%	70%	47%	68%	58%	63%	65%	67%	58%	64%	61%	63%	60%
			cdef	def	ef	f		hi	i		k			o	o					
Fairly difficult	124	**	42	48	18	30	12	17	55	52	52	73	37	40	15	32	77	47	108	17
	12%	**	10%	13%	15%	14%	12%	7%	13%	13%	10%	14%	13%	13%	8%	11%	13%	10%	12%	11%
					b				g	g		j	n	n						
Very difficult	84	**	20	39	9	22	13	14	27	43	37	47	23	22	13	27	45	40	72	13
	8%	**	5%	11%	8%	10%	13%	6%	6%	11%	7%	9%	8%	7%	7%	10%	8%	9%	8%	9%
				b		b	bd			gh										
TOTAL DIFFICULT	209	**	62	87	28	53	25	30	82	96	89	120	59	62	28	59	122	87	179	29
	20%	**	15%	24%	22%	24%	25%	13%	19%	25%	17%	23%	21%	21%	15%	21%	21%	19%	20%	20%
			b	b	b	b	b		g	gh		j	n	n		n				
Don't know	179	**	39	55	35	78	43	23	46	110	81	98	45	42	32	60	87	92	150	29
	17%	**	9%	15%	28%	35%	44%	10%	11%	28%	15%	19%	16%	14%	18%	21%	15%	20%	17%	20%
				b	bc	bc	bcde			gh		j				lm		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT22. How easy or difficult do you think it is to make COST comparisons between TV service providers?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Very easy	285	236	33	**	**	100	63
	27%	27%	36% a	**	**	27%	33% e
Fairly easy	375	321	28	**	**	147	71
	36%	37%	31%	**	**	40%	37%
TOTAL EASY	660	556	62	**	**	247	134
	63%	64%	68%	**	**	66%	71%
Fairly difficult	124	110	7	**	**	47	25
	12%	13%	8%	**	**	13%	13%
Very difficult	84	70	5	**	**	27	18
	8%	8%	6%	**	**	7%	9%
TOTAL DIFFICULT	209	180	13	**	**	74	42
	20%	21% b	14%	**	**	20%	22%
Don't know	179	139	17	**	**	51	13
	17%	16%	19%	**	**	14% f	7%

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between TV service providers?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Very easy	293	63	46	127	58	129	164	119	174	28	186	107	67	62	52	112	31	88	66	109	**	**
	28%	20%	23%	38% abd	29% a	28%	28%	30%	27%	34%	30%	26%	29%	27%	31%	26%	37% q	28%	29%	28%	**	**
Fairly easy	355	90	93	97	75	172	182	148	207	30	224	130	90	82	57	125	27	119	73	153	**	**
	34%	29%	46% acd	29% ac	37% ac	38% f	31% f	37% h	32% h	36% h	36% k	31% k	39% o	36% o	35% o	29% o	33% q	38% r	32% r	40% r	**	**
TOTAL EASY	648	152	139	224	132	301	347	267	381	58	410	237	157	144	109	237	58	206	139	262	**	**
	62%	50%	69% a	66% a	66% a	66% f	59% f	68% h	58% h	69% h	65% k	57% k	69% o	63% o	66% o	56% o	71% q	67% r	61% r	68% r	**	**
Fairly difficult	130	42	22	36	30	71	59	57	73	10	95	35	38	33	20	39	13	44	20	64	**	**
	12%	14%	11%	11%	15%	16% f	10% f	15% h	11% h	12% h	15% k	8% k	16% o	15% o	12% o	9% o	16% q	14% r	9% r	17% r	**	**
Very difficult	84	25	9	27	22	34	50	29	54	9	47	36	15	19	14	36	5	24	14	26	**	**
	8%	8% b	4%	8% b	11% b	7%	8%	7%	8%	11%	8%	9%	7% l	8% l	9% l	8% lmn	6% l	8% l	6% s	7% s	**	**
TOTAL DIFFICULT	213	68	31	63	52	104	109	87	127	19	142	71	53	52	34	75	18	68	34	90	**	**
	20%	22% b	15%	19% bc	26% bc	23% f	18% f	22% h	19% h	23% h	23% k	17% k	23% o	23% o	21% o	18% o	22% q	22% r	15% r	23% r	**	**
Don't know	186	87	32	50	17	51	135	41	145	7	75	111	19	32	22	113	6	35	54	35	**	**
	18%	28% bcd	16% d	15% d	8% d	11%	23% e	10% e	22% gi	8% gi	12% j	26% j	8% l	14% l	13% l	27% lmn	8% l	11% l	24% s	9% s	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between TV service providers?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Very easy	293	**	140	97	28	40	12	90	119	84	161	132	77	86	50	81	163	131	261	32
	28%	**	34%	27%	22%	18%	12%	38%	28%	22%	30%	25%	27%	29%	27%	29%	28%	28%	29%	22%
			cdef	ef	f			hi	i		k								s	
Fairly easy	355	**	160	118	37	58	21	90	156	108	190	164	92	109	71	82	201	154	305	49
	34%	**	39%	33%	30%	26%	21%	38%	37%	28%	36%	32%	32%	36%	39%	29%	34%	33%	34%	33%
			cdef	ef	f			i	i		k			o	lo					
TOTAL EASY	648	**	300	215	65	97	33	180	275	192	351	297	169	194	121	163	364	284	566	82
	62%	**	72%	60%	52%	44%	33%	77%	65%	49%	67%	57%	59%	65%	67%	58%	62%	62%	63%	55%
			cdef	def	ef	f		hi	i		k			o	lo				s	
Fairly difficult	130	**	49	54	14	22	8	27	59	44	56	74	43	39	20	28	82	48	109	21
	12%	**	12%	15%	11%	10%	8%	11%	14%	11%	11%	14%	15%	13%	11%	10%	14%	10%	12%	14%
				ef							j		o				q			
Very difficult	84	**	23	36	9	21	12	10	33	41	38	46	22	22	12	28	44	40	70	13
	8%	**	6%	10%	8%	10%	12%	4%	8%	10%	7%	9%	8%	7%	6%	10%	7%	9%	8%	9%
				b		b	b		g	g										
TOTAL DIFFICULT	213	**	72	89	24	44	20	37	92	84	94	119	65	60	32	56	125	88	179	34
	20%	**	18%	25%	19%	20%	20%	16%	22%	22%	18%	23%	23%	20%	17%	20%	21%	19%	20%	23%
				be					g	g		j								
Don't know	186	**	42	57	36	81	45	18	55	113	82	104	50	46	29	60	96	90	154	32
	18%	**	10%	16%	29%	36%	46%	8%	13%	29%	16%	20%	18%	15%	16%	22%	16%	19%	17%	21%
				b	bc	bcd	bcde		g	gh		j				mn				

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT24. And how easy or difficult do you think it is to make comparisons about CHOICE OF CHANNELS between TV service providers?  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Very easy	293	239	36	**	**	111	56
	28%	27%	40% a	**	**	30%	30%
Fairly easy	355	302	32	**	**	127	77
	34%	35%	36%	**	**	34%	40%
TOTAL EASY	648	541	69	**	**	238	133
	62%	62%	75% a	**	**	64%	70%
Fairly difficult	130	117	5	**	**	55	29
	12%	13% b	6%	**	**	15%	15%
Very difficult	84	71	3	**	**	30	12
	8%	8% b	4%	**	**	8%	6%
TOTAL DIFFICULT	213	188	8	**	**	84	41
	20%	21% b	9%	**	**	23%	21%
Don't know	186	146	14	**	**	49	16
	18%	17%	15%	**	**	13% f	8%

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT25. How much choice do you think you have in terms of alternative Pay TV providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by TV CROSS-BREAKS

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12 MONTHS					BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	BUNDLES	NON-SWITCHERS	NON-SWITCHERS	NON-SWITCHERS									
		~a	~b	c	~d	~e	f	g	h	~i	j	~k	~l	~m	n	o	~p	~q	r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	343	71	65	122	85	-	343	119	224	22	343	-	-	-	119	224	21	96	150	-	13	9
Effective Weighted Sample	322	67	61	115	80	-	322	112	210	21	322	-	-	-	112	210	20	90	142	-	12	9
Total	197	39	39	69	50	-	197	70	127	13	197	-	-	-	70	127	13	56	86	-	8	6
Too much choice	28	**	**	11	**	**	28	11	17	**	28	**	**	**	11	17	**	**	14	**	**	**
	14%	**	**	16%	**	**	14%	15%	14%	**	14%	**	**	**	15%	14%	**	**	16%	**	**	**
About the right amount of choice	105	**	**	38	**	**	105	44	61	**	105	**	**	**	44	61	**	**	46	**	**	**
	53%	**	**	55%	**	**	53%	63%	48%	**	53%	**	**	**	63%	48%	**	**	54%	**	**	**
								h							o							
Too little choice	37	**	**	9	**	**	37	11	26	**	37	**	**	**	11	26	**	**	14	**	**	**
	19%	**	**	14%	**	**	19%	16%	20%	**	19%	**	**	**	16%	20%	**	**	16%	**	**	**
No choice	7	**	**	4	**	**	7	2	5	**	7	**	**	**	2	5	**	**	4	**	**	**
	4%	**	**	6%	**	**	4%	2%	4%	**	4%	**	**	**	2%	4%	**	**	4%	**	**	**
Don't know	20	**	**	6	**	**	20	2	18	**	20	**	**	**	2	18	**	**	8	**	**	**
	10%	**	**	9%	**	**	10%	3%	14%	**	10%	**	**	**	3%	14%	**	**	10%	**	**	**
								g							n							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT25. How much choice do you think you have in terms of alternative Pay TV providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by TV CROSS-BREAKS

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	343	9	121	132	56	81	25	67	133	143	180	163	84	113	79	67	197	146	278	65
Effective Weighted Sample	322	9	118	127	55	79	24	65	126	138	169	154	82	108	78	64	187	139	261	61
Total	197	6	85	70	25	36	12	46	82	69	105	92	60	63	36	38	123	74	159	38
Too much choice	28	**	10	11	**	**	**	**	13	10	13	15	**	7	**	**	17	11	24	**
	14%	**	11%	15%	**	**	**	**	16%	15%	12%	16%	**	12%	**	**	14%	15%	15%	**
About the right amount of choice	105	**	49	36	**	**	**	**	42	34	56	49	**	34	**	**	63	42	86	**
	53%	**	57%	52%	**	**	**	**	51%	50%	53%	53%	**	54%	**	**	51%	57%	54%	**
Too little choice	37	**	19	14	**	**	**	**	20	7	20	17	**	12	**	**	27	10	26	**
	19%	**	22%	20%	**	**	**	**	24%	11%	19%	19%	**	19%	**	**	22%	14%	16%	**
									i											
No choice	7	**	3	2	**	**	**	**	3	3	6	2	**	4	**	**	5	2	7	**
	4%	**	4%	3%	**	**	**	**	4%	5%	5%	2%	**	7%	**	**	4%	3%	4%	**
Don't know	20	**	4	7	**	**	**	**	5	14	11	9	**	5	**	**	12	8	17	**
	10%	**	5%	10%	**	**	**	**	6%	20%	10%	10%	**	9%	**	**	10%	11%	11%	**
									h											

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT25. How much choice do you think you have in terms of alternative Pay TV providers that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service. by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	343	282	24	26	11	266	31
Effective Weighted Sample	322	265	23	25	10	250	29
Total	197	163	13	15	6	151	19
Too much choice	28	25	**	**	**	17	**
	14%	15%	**	**	**	11%	**
About the right amount of choice	105	86	**	**	**	79	**
	53%	53%	**	**	**	53%	**
Too little choice	37	31	**	**	**	31	**
	19%	19%	**	**	**	21%	**
No choice	7	6	**	**	**	7	**
	4%	4%	**	**	**	4%	**
Don't know	20	14	**	**	**	16	**
	10%	9%	**	**	**	11%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT26. To what extent do you trust your Pay TV provider or services to ensure you are on the best deal for your needs?**  
by TV CROSS-BREAKS

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
Significance Level: 95%	~a	~b	c	~d	~e	f	g	h	~i	j	~k	~l	~m	n	o	~p	~q	r	~s	~t	~u	
Unweighted total	343	71	65	122	85	-	343	119	224	22	343	-	-	-	119	224	21	96	150	-	13	9
Effective Weighted Sample	322	67	61	115	80	-	322	112	210	21	322	-	-	-	112	210	20	90	142	-	12	9
Total	197	39	39	69	50	-	197	70	127	13	197	-	-	-	70	127	13	56	86	-	8	6
I trust them completely	23	**	**	9	**	**	23	8	15	**	23	**	**	**	8	15	**	**	10	**	**	**
	12%	**	**	13%	**	**	12%	11%	12%	**	12%	**	**	**	11%	12%	**	**	11%	**	**	**
I trust them a lot	65	**	**	25	**	**	65	27	37	**	65	**	**	**	27	37	**	**	26	**	**	**
	33%	**	**	37%	**	**	33%	39%	29%	**	33%	**	**	**	39%	29%	**	**	31%	**	**	**
I trust them a bit	60	**	**	20	**	**	60	22	39	**	60	**	**	**	22	39	**	**	26	**	**	**
	31%	**	**	30%	**	**	31%	31%	30%	**	31%	**	**	**	31%	30%	**	**	30%	**	**	**
I don't trust them at all	39	**	**	13	**	**	39	12	27	**	39	**	**	**	12	27	**	**	17	**	**	**
	20%	**	**	18%	**	**	20%	17%	21%	**	20%	**	**	**	17%	21%	**	**	20%	**	**	**
Don't know	10	**	**	2	**	**	10	1	9	**	10	**	**	**	1	9	**	**	7	**	**	**
	5%	**	**	3%	**	**	5%	2%	7%	**	5%	**	**	**	2%	7%	**	**	8%	**	**	**
									g							n						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT26. To what extent do you trust your Pay TV provider or services to ensure you are on the best deal for your needs?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	343	9	121	132	56	81	25	67	133	143	180	163	84	113	79	67	197	146	278	65
Effective Weighted Sample	322	9	118	127	55	79	24	65	126	138	169	154	82	108	78	64	187	139	261	61
Total	197	6	85	70	25	36	12	46	82	69	105	92	60	63	36	38	123	74	159	38
I trust them completely	23	**	9	7	**	**	**	**	9	9	12	11	**	5	**	**	11	12	19	**
	12%	**	11%	10%	**	**	**	**	12%	13%	11%	12%	**	8%	**	**	9%	16%	12%	**
																	p			
I trust them a lot	65	**	24	22	**	**	**	**	21	28	33	32	**	18	**	**	32	33	53	**
	33%	**	28%	32%	**	**	**	**	26%	41%	31%	35%	**	29%	**	**	26%	44%	33%	**
										h							p			
I trust them a bit	60	**	31	22	**	**	**	**	30	15	34	26	**	22	**	**	44	16	50	**
	31%	**	36%	31%	**	**	**	**	36%	21%	32%	29%	**	35%	**	**	36%	22%	31%	**
									i								q			
I don't trust them at all	39	**	18	14	**	**	**	**	18	12	21	19	**	14	**	**	29	10	29	**
	20%	**	21%	21%	**	**	**	**	22%	18%	20%	20%	**	23%	**	**	24%	14%	18%	**
																	q			
Don't know	10	**	3	5	**	**	**	**	4	5	6	4	**	4	**	**	7	3	8	**
	5%	**	4%	7%	**	**	**	**	4%	7%	6%	4%	**	6%	**	**	6%	4%	5%	**
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 207**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT26. To what extent do you trust your Pay TV provider or services to ensure you are on the best deal for your needs?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	343	282	24	26	11	266	31
Effective Weighted Sample	322	265	23	25	10	250	29
Total	197	163	13	15	6	151	19
I trust them completely	23	18	**	**	**	14	**
	12%	11%	**	**	**	9%	**
I trust them a lot	65	52	**	**	**	53	**
	33%	32%	**	**	**	35%	**
I trust them a bit	60	52	**	**	**	46	**
	31%	32%	**	**	**	31%	**
I don't trust them at all	39	33	**	**	**	30	**
	20%	20%	**	**	**	20%	**
Don't know	10	8	**	**	**	7	**
	5%	5%	**	**	**	5%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE		STAND-			LAST 12		BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	NON-SWITCHERS	SWLONE	NON SWITCH						
		~a	~b	c	~d	~e	f	g	h	~i	j	~k	~l	~m	n	o	~p	~q	r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	343	71	65	122	85	-	343	119	224	22	343	-	-	-	119	224	21	96	150	-	13	9
Effective Weighted Sample	322	67	61	115	80	-	322	112	210	21	322	-	-	-	112	210	20	90	142	-	12	9
Total	197	39	39	69	50	-	197	70	127	13	197	-	-	-	70	127	13	56	86	-	8	6
Very confident	53	**	**	19	**	**	53	23	31	**	53	**	**	**	23	31	**	**	24	**	**	**
	27%	**	**	28%	**	**	27%	32%	24%	**	27%	**	**	**	32%	24%	**	**	28%	**	**	**
Fairly confident	82	**	**	27	**	**	82	34	48	**	82	**	**	**	34	48	**	**	37	**	**	**
	42%	**	**	39%	**	**	42%	48%	38%	**	42%	**	**	**	48%	38%	**	**	43%	**	**	**
TOTAL CONFIDENT	135	**	**	46	**	**	135	56	79	**	135	**	**	**	56	79	**	**	61	**	**	**
	69%	**	**	67%	**	**	69%	81% h	62%	**	69%	**	**	**	81% o	62%	**	**	71%	**	**	**
Not very confident	30	**	**	13	**	**	30	10	20	**	30	**	**	**	10	20	**	**	12	**	**	**
	15%	**	**	18%	**	**	15%	14%	16%	**	15%	**	**	**	14%	16%	**	**	14%	**	**	**
Not at all confident	16	**	**	5	**	**	16	1	14	**	16	**	**	**	1	14	**	**	7	**	**	**
	8%	**	**	7%	**	**	8%	2%	11% g	**	8%	**	**	**	2%	11% n	**	**	8%	**	**	**
TOTAL NOT CONFIDENT	46	**	**	17	**	**	46	11	35	**	46	**	**	**	11	35	**	**	19	**	**	**
	23%	**	**	25%	**	**	23%	16% g	27%	**	23%	**	**	**	16% n	27%	**	**	22%	**	**	**
Don't know	16	**	**	6	**	**	16	3	14	**	16	**	**	**	3	14	**	**	6	**	**	**
	8%	**	**	8%	**	**	8%	4% g	11%	**	8%	**	**	**	4% n	11%	**	**	7%	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	343	9	121	132	56	81	25	67	133	143	180	163	84	113	79	67	197	146	278	65
Effective Weighted Sample	322	9	118	127	55	79	24	65	126	138	169	154	82	108	78	64	187	139	261	61
Total	197	6	85	70	25	36	12	46	82	69	105	92	60	63	36	38	123	74	159	38
Very confident	53	**	22	22	**	**	**	**	23	18	35	18	**	19	**	**	33	20	45	**
	27%	**	26%	31%	**	**	**	**	28%	26%	33%	20%	**	30%	**	**	27%	27%	28%	**
											k									
Fairly confident	82	**	39	27	**	**	**	**	34	24	41	41	**	26	**	**	55	27	64	**
	42%	**	46%	39%	**	**	**	**	41%	35%	39%	44%	**	42%	**	**	45%	37%	40%	**
TOTAL CONFIDENT	135	**	62	49	**	**	**	**	57	42	76	59	**	45	**	**	88	47	109	**
	69%	**	72%	71%	**	**	**	**	69%	60%	73%	64%	**	72%	**	**	72%	64%	68%	**
Not very confident	30	**	13	11	**	**	**	**	13	11	13	16	**	9	**	**	19	11	24	**
	15%	**	15%	16%	**	**	**	**	16%	15%	13%	18%	**	14%	**	**	15%	15%	15%	**
Not at all confident	16	**	6	5	**	**	**	**	6	8	6	9	**	5	**	**	7	9	13	**
	8%	**	7%	7%	**	**	**	**	7%	11%	6%	10%	**	7%	**	**	5%	13%	8%	**
																	p			
TOTAL NOT CONFIDENT	46	**	19	16	**	**	**	**	20	18	20	26	**	13	**	**	25	20	37	**
	23%	**	22%	23%	**	**	**	**	24%	27%	19%	28%	**	21%	**	**	20%	28%	23%	**
											j									
Don't know	16	**	5	4	**	**	**	**	6	9	9	7	**	4	**	**	10	6	14	**
	8%	**	5%	6%	**	**	**	**	7%	13%	9%	8%	**	6%	**	**	8%	9%	9%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 208**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	343	282	24	26	11	266	31
Effective Weighted Sample	322	265	23	25	10	250	29
Total	197	163	13	15	6	151	19
Very confident	53	44	**	**	**	41	**
	27%	27%	**	**	**	27%	**
Fairly confident	82	68	**	**	**	60	**
	42%	42%	**	**	**	40%	**
TOTAL CONFIDENT	135	112	**	**	**	101	**
	69%	69%	**	**	**	67%	**
Not very confident	30	26	**	**	**	21	**
	15%	16%	**	**	**	14%	**
Not at all confident	16	12	**	**	**	14	**
	8%	7%	**	**	**	9%	**
TOTAL NOT CONFIDENT	46	38	**	**	**	35	**
	23%	23%	**	**	**	24%	**
Don't know	16	13	**	**	**	14	**
	8%	8%	**	**	**	9%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 209**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by PAY TV TRUST**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	PAY TV TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		~a	b	~c	~d
Unweighted total	343	42	118	98	67
Effective Weighted Sample	322	39	112	93	63
Total	197	23	65	60	39
Very confident	53	**	17	**	**
	27%	**	26%	**	**
Fairly confident	82	**	31	**	**
	42%	**	48%	**	**
TOTAL CONFIDENT	135	**	47	**	**
	69%	**	74%	**	**
Not very confident	30	**	7	**	**
	15%	**	11%	**	**
Not at all confident	16	**	5	**	**
	8%	**	8%	**	**
TOTAL NOT CONFIDENT	46	**	12	**	**
	23%	**	19%	**	**
Don't know	16	**	5	**	**
	8%	**	7%	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27B. How confident do you feel about the following - Choosing the best TV channel package for your household?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12					BUNDLE		STANDALONE							
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
~a	~b	c	~d	~e	f	g	h	~i	j	~k	~l	~m	n	o	~p	~q	r	~s	~t	~u		
Significance Level: 95%																						
Unweighted total	343	71	65	122	85	-	343	119	224	22	343	-	-	-	119	224	21	96	150	-	13	9
Effective Weighted Sample	322	67	61	115	80	-	322	112	210	21	322	-	-	-	112	210	20	90	142	-	12	9
Total	197	39	39	69	50	-	197	70	127	13	197	-	-	-	70	127	13	56	86	-	8	6
Very confident	74	**	**	26	**	**	74	30	45	**	74	**	**	**	30	45	**	**	32	**	**	**
	38%	**	**	38%	**	**	38%	42%	35%	**	38%	**	**	**	42%	35%	**	**	37%	**	**	**
Fairly confident	80	**	**	30	**	**	80	32	49	**	80	**	**	**	32	49	**	**	38	**	**	**
	41%	**	**	44%	**	**	41%	46%	38%	**	41%	**	**	**	46%	38%	**	**	44%	**	**	**
TOTAL CONFIDENT	155	**	**	57	**	**	155	61	93	**	155	**	**	**	61	93	**	**	70	**	**	**
	79%	**	**	82%	**	**	79%	88%	73%	**	79%	**	**	**	88%	73%	**	**	81%	**	**	**
Not very confident	24	**	**	9	**	**	24	8	16	**	24	**	**	**	8	16	**	**	9	**	**	**
	12%	**	**	14%	**	**	12%	11%	12%	**	12%	**	**	**	11%	12%	**	**	10%	**	**	**
Not at all confident	10	**	**	3	**	**	10	-	10	**	10	**	**	**	-	10	**	**	3	**	**	**
	5%	**	**	4%	**	**	5%	-%	8%	**	5%	**	**	**	-%	8%	**	**	4%	**	**	**
								g								n						
TOTAL NOT CONFIDENT	34	**	**	12	**	**	34	8	26	**	34	**	**	**	8	26	**	**	12	**	**	**
	17%	**	**	18%	**	**	17%	11%	20%	**	17%	**	**	**	11%	20%	**	**	14%	**	**	**
								g								n						
Don't know	8	**	**	*	**	**	8	*	8	**	8	**	**	**	*	8	**	**	5	**	**	**
	4%	**	**	1%	**	**	4%	1%	6%	**	4%	**	**	**	1%	6%	**	**	5%	**	**	**
								g								n						

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27B. How confident do you feel about the following - Choosing the best TV channel package for your household?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	~l	m	~n	~o	p	q	r	~s
Unweighted total	343	9	121	132	56	81	25	67	133	143	180	163	84	113	79	67	197	146	278	65
Effective Weighted Sample	322	9	118	127	55	79	24	65	126	138	169	154	82	108	78	64	187	139	261	61
Total	197	6	85	70	25	36	12	46	82	69	105	92	60	63	36	38	123	74	159	38
Very confident	74	**	32	28	**	**	**	**	33	26	45	29	**	22	**	**	46	28	64	**
	38%	**	38%	40%	**	**	**	**	40%	38%	43%	32%	**	35%	**	**	38%	38%	40%	**
											k									
Fairly confident	80	**	39	26	**	**	**	**	31	23	40	40	**	28	**	**	51	29	63	**
	41%	**	45%	37%	**	**	**	**	38%	34%	38%	44%	**	45%	**	**	41%	40%	39%	**
TOTAL CONFIDENT	155	**	71	54	**	**	**	**	65	49	85	70	**	51	**	**	98	57	126	**
	79%	**	83%	77%	**	**	**	**	78%	71%	81%	76%	**	81%	**	**	79%	78%	79%	**
Not very confident	24	**	10	9	**	**	**	**	11	9	10	14	**	8	**	**	14	10	19	**
	12%	**	12%	13%	**	**	**	**	14%	13%	9%	15%	**	12%	**	**	11%	13%	12%	**
Not at all confident	10	**	2	5	**	**	**	**	3	7	4	6	**	2	**	**	5	5	7	**
	5%	**	2%	7%	**	**	**	**	4%	10%	4%	6%	**	4%	**	**	4%	7%	4%	**
										h										
TOTAL NOT CONFIDENT	34	**	12	13	**	**	**	**	14	15	14	20	**	10	**	**	19	15	26	**
	17%	**	14%	19%	**	**	**	**	17%	23%	13%	22%	**	16%	**	**	15%	20%	16%	**
											j									
Don't know	8	**	2	3	**	**	**	**	4	4	6	2	**	2	**	**	7	2	7	**
	4%	**	3%	4%	**	**	**	**	4%	6%	6%	3%	**	3%	**	**	5%	2%	5%	**

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 210**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27B. How confident do you feel about the following - Choosing the best TV channel package for your household?  
by TV CROSS-BREAKS**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	~f
Unweighted total	343	282	24	26	11	266	31
Effective Weighted Sample	322	265	23	25	10	250	29
Total	197	163	13	15	6	151	19
Very confident	74	63	**	**	**	56	**
	38%	39%	**	**	**	37%	**
Fairly confident	80	64	**	**	**	60	**
	41%	40%	**	**	**	40%	**
TOTAL CONFIDENT	155	128	**	**	**	116	**
	79%	78%	**	**	**	77%	**
Not very confident	24	20	**	**	**	18	**
	12%	13%	**	**	**	12%	**
Not at all confident	10	8	**	**	**	9	**
	5%	5%	**	**	**	6%	**
TOTAL NOT CONFIDENT	34	28	**	**	**	27	**
	17%	17%	**	**	**	18%	**
Don't know	8	7	**	**	**	7	**
	4%	4%	**	**	**	5%	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT27B. How confident do you feel about the following - Choosing the best TV channel package for your household?  
by PAY TV TRUST**

Base : Those with Pay TV, not in a bundle of services, where the bill is paid within in the household

	Total	PAY TV TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		~a	b	~c	~d
Unweighted total	343	42	118	98	67
Effective Weighted Sample	322	39	112	93	63
Total	197	23	65	60	39
Very confident	74	**	24	**	**
	38%	**	38%	**	**
Fairly confident	80	**	30	**	**
	41%	**	47%	**	**
TOTAL CONFIDENT	155	**	54	**	**
	79%	**	84%	**	**
Not very confident	24	**	4	**	**
	12%	**	7%	**	**
Not at all confident	10	**	3	**	**
	5%	**	5%	**	**
TOTAL NOT CONFIDENT	34	**	8	**	**
	17%	**	12%	**	**
Don't know	8	**	2	**	**
	4%	**	4%	**	**

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which provider do you use for those services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Sky	228 31%	18 24%	34 37% a	85 31%	90 31%	12 13%	206 30% e	199 43% efh	219 31% e	27 10%	172 44% i	78 30%	146 33% m	31 25%	** **	119 36% qrs	78 30% qrs	15 21%	22 18%	7 14%
Virgin Media	195 27%	17 22%	21 22%	85 31% b	72 25%	36 38% fh	182 27%	171 37% fh	183 26%	23 9%	149 38% i	80 30% l	107 24%	39 31% l	** **	81 25%	78 31% ors	17 23%	26 22%	10 21%
BT	169 23%	27 37% bcd	21 23%	61 22%	60 21%	16 17% g	166 24% eg	51 11%	161 23% g	115 44% j	42 11%	54 21%	105 24%	30 24%	** **	66 20%	61 24%	23 31% o	39 33% op	17 36% op
TalkTalk	67 9%	6 8%	8 9%	23 8%	30 11%	7 8%	65 9% g	21 5%	65 9% g	45 17% j	18 5%	23 9%	41 9%	10 8%	** **	31 9%	20 8%	8 11%	14 12%	6 13%
EE	24 3%	* 1%	4 4%	10 3%	10 3%	14 15% fgh	20 3% g	6 1%	20 3% g	15 6% j	3 1%	13 5% l	10 2%	7 5% l	** **	13 4%	7 3%	2 2%	3 3%	1 3%
Plusnet	18 2%	2 2%	1 1%	6 2%	10 3%	1 1%	17 3% g	3 1%	18 3% g	15 6% j	3 1%	7 3%	10 2%	4 3%	** **	8 2%	5 2%	2 3%	5 4%	2 5%
Post Office	7 1%	2 3% b	- -%	2 1%	3 1%	- -%	7 1%	1 *% j	6 1%	5 2% j	* *% j	1 *% j	4 1%	- -%	** **	3 1%	1 1%	* 1%	2 2%	2 3% op
Utilities Warehouse	5 1%	1 1%	1 1%	* *% j	3 1%	2 2% g	5 1% g	* *% g	5 1% g	5 2% j	* *% j	2 1%	3 1%	1 1%	** **	3 1%	1 *% j	1 1%	1 1%	* 1%
Vodafone	5 1%	- -%	- -%	1 *% c	4 1% c	3 3% fgh	3 *% fgh	1 *% j	4 1% j	3 1% j	- -% j	3 1%	2 *% j	2 1%	** **	2 1%	2 1%	1 1%	1 *% j	- -% j

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which provider do you use for those services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX					BUNDLE			BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
KComm/ Kingston Communications	3 *%	- -%	* 1%	2 1%	* *%	- -%	3 *%	- -%	3 *%	3 1% j	- -%	- -%	2 *%	- -%	** **	1 *%	* *%	1 1%	1 1%	- -%
Three (3) Mobile	2 *%	- -%	- -%	1 *%	1 *%	1 1% fh	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	** **	2 1%	- -%	- -%	- -%	- -%
Freesat	2 *%	1 1% cd	1 1%	- -%	- -%	- -%	* *%	1 *%	2 *%	* *%	- -%	- -%	2 *%	- -%	** **	- -%	- -%	* 1%	1 1% op	* 1% op
John Lewis	2 *%	- -%	- -%	1 *%	* *%	- -%	2 *%	- -%	2 *%	2 1% j	- -%	1 *%	- -%	* *%	** **	- -%	1 *%	* 1%	* *%	- -%
Now TV	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	* *%	1 *%	* *%	1 *%	* *%	** **	* *%	- -%	- -%	- -%	- -%
Southern Electric	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	** **	- -%	1 *%	- -%	* *%	* 1% o
Orange	1 *%	- -%	1 1% cd	- -%	- -%	1 1% fgh	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	** **	* *%	- -%	* 1%	* *%	- -%
Other	3 *%	* 1%	* 1%	1 *%	1 *%	1 1% g	3 *%	* *%	3 *%	3 1% j	- -%	1 *%	2 *%	1 1%	** **	1 *%	* *%	1 1%	1 1%	* 1%
Don't know	3 *%	1 1%	- -%	1 *%	1 *%	- -%	2 *%	2 *%	3 *%	1 1%	1 *%	- -%	3 1%	- -%	** **	- -%	1 *%	1 1% o	1 1% o	* 1%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which provider do you use for those services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Sky	228	56	120	52	117	111	60	72	43	52	133	95
	31%	35%	36%	22%	32%	30%	27%	31%	34%	34%	29%	34%
		c	c						f			
Virgin Media	195	45	87	63	98	97	66	56	34	39	122	73
	27%	28%	26%	27%	27%	26%	29%	24%	27%	25%	27%	26%
BT	169	27	72	71	89	81	59	58	27	26	117	53
	23%	16%	21%	30%	24%	22%	26%	25%	21%	17%	26%	19%
				ab			i	i			k	
TalkTalk	67	16	28	24	31	36	21	19	9	18	40	27
	9%	10%	8%	10%	9%	10%	9%	8%	7%	12%	9%	10%
									h			
EE	24	7	10	7	8	16	4	10	5	5	14	10
	3%	4%	3%	3%	2%	4%	2%	4%	4%	3%	3%	4%
						d						
Plusnet	18	5	5	8	8	10	7	5	3	3	12	6
	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%
Post Office	7	1	3	3	2	5	-	2	1	4	2	5
	1%	1%	1%	1%	*%	1%	-%	1%	1%	3%	*%	2%
										fgh		j
Utilities Warehouse	5	1	2	1	2	3	1	3	*	-	5	*
	1%	1%	1%	1%	*%	1%	1%	1%	*%	-%	1%	*%
Vodafone	5	1	2	1	3	2	2	*	2	1	2	2
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
KComm/ Kingston Communications	3	-	2	1	2	*	-	2	*	*	2	1
	*%	-%	1%	*%	1%	*%	-%	1%	*%	*%	*%	*%
Three (3) Mobile	2	-	2	-	2	-	1	-	-	1	1	1
	*%	-%	1%	-%	*%	-%	*%	-%	-%	1%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which provider do you use for those services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Freesat	2	1	-	1	*	1	*	-	-	1	*	1
	%	%	%	%	%	%	%	%	%	%	%	%
John Lewis	2	-	1	1	*	1	1	-	*	-	1	*
	%	%	%	%	%	%	%	%	%	%	%	%
Now TV	1	1	*	-	1	-	-	1	-	*	1	*
	%	%	%	%	%	%	%	%	%	%	%	%
Southern Electric	1	-	-	1	1	-	-	-	*	1	-	1
	%	%	%	%	%	%	%	%	%	%	%	%
Orange	1	-	*	*	*	*	*	*	-	-	1	-
	%	%	%	%	%	%	%	%	%	%	%	%
Other	3	1	1	1	1	2	*	2	1	-	2	1
	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	3	1	-	2	2	2	1	1	-	1	2	1
	%	%	%	%	%	%	%	%	%	%	%	%

b

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which provider do you use for those services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Sky	228	204	23	190	**	**	**	-	-	228	-
	31%	32%	25%	31%	**	**	**	-%	-%	100% ghj	-%
Virgin Media	195	190	5	173	**	**	**	-	195	-	-
	27%	30% b	5%	28%	**	**	**	-%	100% gij	-%	-%
BT	169	129	40	139	**	**	**	169	-	-	-
	23%	20%	44% a	22%	**	**	**	100% hij	-%	-%	-%
TalkTalk	67	58	9	55	**	**	**	-	-	-	67
	9%	9%	10%	9%	**	**	**	-%	-%	-%	100% ghi
EE	24	19	5	21	**	**	**	-	-	-	-
	3%	3%	6%	3%	**	**	**	-%	-%	-%	-%
Plusnet	18	12	6	15	**	**	**	-	-	-	-
	2%	2%	6% a	2%	**	**	**	-%	-%	-%	-%
Post Office	7	6	*	5	**	**	**	-	-	-	-
	1%	1%	*%	1%	**	**	**	-%	-%	-%	-%
Utilities Warehouse	5	4	1	5	**	**	**	-	-	-	-
	1%	1%	1%	1%	**	**	**	-%	-%	-%	-%
Vodafone	5	3	1	5	**	**	**	-	-	-	-
	1%	1%	1%	1%	**	**	**	-%	-%	-%	-%
KComm/ Kingston Communications	3	3	-	3	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%
Three (3) Mobile	2	2	-	2	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 212**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2. Which provider do you use for those services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Freesat	2	2	-	2	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%
John Lewis	2	2	-	2	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%
Now TV	1	*	1	1	**	**	**	-	-	-	-
	*%	*%	1%	*%	**	**	**	-%	-%	-%	-%
			a								
Southern Electric	1	1	-	1	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%
Orange	1	1	-	1	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%
Other	3	3	-	2	**	**	**	-	-	-	-
	*%	*%	-%	*%	**	**	**	-%	-%	-%	-%
Don't know	3	3	*	3	**	**	**	-	-	-	-
	*%	*%	*%	*%	**	**	**	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2e. Do you have a contract with (BUNDLE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
													LAST 12 MONTHS							
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER			16-24	25-44	45-64	65-74	65+	75+	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
No, don't have a contract	170	26	27	65	52	22	159	102	154	64	81	45	113	22	**	69	60	20	37	17
	23%	35% cd	29% d	23% d	18%	23%	23%	22%	22%	24%	21%	17%	26% km	18%	**	21%	24%	28%	31% op	37% op
Within the next month	10	-	-	4	6	1	9	5	10	5	4	2	2	1	**	4	4	*	2	1
	1%	-%	-%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	**	1%	2%	1%	1%	3%
In 1-3 months	19	2	2	6	8	2	19	8	19	10	8	8	8	4	**	10	6	1	2	1
	3%	3%	2%	2%	3%	2%	3%	2%	3%	4%	2%	3%	2%	3%	**	3%	2%	2%	2%	2%
In 4-6 months	40	5	3	9	23	6	39	18	39	20	18	18	19	10	**	21	12	4	7	3
	5%	6%	3%	3%	8% bc	7%	6%	4%	6%	7% j	5%	7%	4%	8% l	**	6%	5%	5%	6%	6%
In 7-12 months	168	14	19	54	81	18	159	111	165	57	100	75	89	44	**	85	56	12	17	4
	23%	18%	21%	19%	28% ac	19%	23%	24%	24%	22%	26%	29% l	20%	36% l	**	26% qrs	22% rs	17%	14%	9%
In 13-18 months	94	6	8	38	43	13	85	63	92	30	52	43	47	19	**	46	35	6	8	2
	13%	8%	8%	14%	15% ab	14%	12%	14%	13%	11%	13%	16% l	11%	15%	**	14% rs	14% rs	9%	7%	4%
In more than 18 months	39	1	4	16	17	8	37	22	37	18	18	10	29	7	**	16	17	4	7	3
	5%	2%	5%	6%	6% a	9% g	5%	5%	5%	7%	5%	4%	7% k	5%	**	5%	6%	5%	6%	6%
Not sure when contract runs out	164	16	28	74	47	19	152	118	157	45	100	51	112	13	**	71	54	17	30	13
	22%	21%	30% d	27% d	16%	20%	22%	26%	22%	17%	26% i	19% m	26% km	10%	**	22%	21%	23%	25%	27%
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2e. Do you have a contract with (BUNDLE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Don't know if I have a contract	29	5	2	11	11	5	27	12	24	15	8	10	19	5	**	8	12	7	10	2
	4%	7%	2%	4%	4%	5%	4%	3%	3%	6%	2%	4%	4%	4%	**	2%	5%	10%	8%	5%
		b								j								op	op	

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 213**

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**QB2e. Do you have a contract with (BUNDLE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
No, don't have a contract	170	29	75	66	84	86	53	54	29	34	107	63
	23%	18%	22%	28% ab	23%	23%	23%	23%	23%	22%	23%	23%
Within the next month	10	3	2	5	4	6	3	3	4	-	6	4
	1%	2%	1%	2% b	1%	2%	1%	1%	3% i	-%	1%	1%
In 1-3 months	19	6	7	6	12	6	5	5	3	5	11	8
	3%	3%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%
In 4-6 months	40	7	20	13	24	17	10	12	6	11	23	18
	5%	5%	6%	5%	7%	4%	5%	5%	5%	7%	5%	6%
In 7-12 months	168	49	77	41	85	82	50	49	26	43	99	69
	23%	30% bc	23% c	17%	23%	22%	22%	21%	21%	28% gh	22%	25%
In 13-18 months	94	21	51	22	46	48	34	27	18	15	61	33
	13%	13%	15% c	9%	13%	13%	15%	12%	15%	10%	13%	12%
In more than 18 months	39	10	15	15	18	22	13	12	7	6	26	14
	5%	6%	5%	6%	5%	6%	6%	5%	6%	4%	6%	5%
Not sure when contract runs out	164	34	76	54	80	85	49	57	27	31	106	59
	22%	21%	23%	23%	22%	23%	22%	25%	22%	21%	23%	21%
Don't know if I have a contract	29	2	11	16	14	15	7	12	4	7	19	10
	4%	1%	3%	7% ab	4%	4%	3%	5%	3%	4%	4%	4%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 213**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB2e. Do you have a contract with (BUNDLE PROVIDER) which ties you to their service for a period of time? IF YES - When does your current contract run out?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
No, don't have a contract	170	147	23	147	**	**	**	39	48	47	15
	23%	23%	25%	24%	**	**	**	23%	25%	21%	23%
Within the next month	10	7	3	9	**	**	**	3	1	1	2
	1%	1%	3%	1%	**	**	**	2%	1%	*%	2%
			a								i
In 1-3 months	19	15	3	17	**	**	**	9	2	6	1
	3%	2%	4%	3%	**	**	**	5%	1%	3%	1%
								h			
In 4-6 months	40	35	5	33	**	**	**	10	11	12	3
	5%	6%	5%	5%	**	**	**	6%	6%	5%	4%
In 7-12 months	168	147	21	144	**	**	**	40	48	55	10
	23%	23%	23%	23%	**	**	**	24%	25%	24%	15%
									j	j	
In 13-18 months	94	86	8	83	**	**	**	18	20	35	13
	13%	13%	9%	13%	**	**	**	10%	10%	15%	19%
									h	gh	
In more than 18 months	39	32	8	33	**	**	**	7	9	9	8
	5%	5%	8%	5%	**	**	**	4%	5%	4%	12%
											ghi
Not sure when contract runs out	164	148	17	131	**	**	**	34	46	58	14
	22%	23%	18%	21%	**	**	**	20%	24%	25%	21%
Don't know if I have a contract	29	26	3	25	**	**	**	10	8	5	1
	4%	4%	4%	4%	**	**	**	6%	4%	2%	2%
								i			

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB24. Which of the following best describes the package of services from (BUNDLE PROVIDER)?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
All of the services are on the same contract	532 72%	55 73% b	54 59% b	204 73% b	218 76% b	54 58%	499 73% e	345 75% e	514 74% e	183 69%	300 77% i	186 71%	318 73%	94 76%	** **	243 74%	184 72%	50 69%	81 68%	31 67%
All of the services are outside of the contract period	59 8%	6 8%	11 12%	23 8%	20 7%	6 6%	55 8%	38 8%	54 8%	21 8%	29 7%	23 9%	33 7%	10 8%	** **	26 8%	21 8%	7 9%	12 10%	5 11%
Some services are inside the contract period and some are outside of their contract period	35 5%	2 2%	6 6%	14 5%	14 5%	10 11% fgh	34 5%	21 5%	33 5%	13 5%	18 5%	17 6%	19 4%	7 5%	** **	14 4%	18 7% ors	3 3%	3 3%	1 2%
Services are in a mix of contract periods or outside their contract period	19 3%	1 1%	2 2%	6 2%	10 3%	4 5%	19 3%	10 2%	18 3%	9 3%	9 2%	8 3%	10 2%	3 2%	** **	10 3%	7 3%	2 2%	2 2%	1 1%
All of the services are in different contract periods	37 5%	4 5%	9 10% cd	14 5%	11 4%	10 10% fgh	33 5%	20 4%	34 5%	15 6%	17 4%	17 7%	19 4%	5 4%	** **	18 5%	12 5%	4 5%	6 5%	3 5%
Don't know	52 7%	8 11% d	11 11% d	19 7%	15 5%	9 10% g	45 7%	26 6%	44 6%	23 9% j	16 4%	12 5%	39 9% km	6 5%	** **	19 6%	14 5%	8 11% op	14 12% op	6 13% op
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB24. Which of the following best describes the package of services from (BUNDLE PROVIDER)?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
All of the services are on the same contract	532	115	251	165	270	262	172	158	95	108	329	203
	72%	72%	75%	70%	74%	71%	77%	68%	75%	71%	72%	73%
							g		g			
All of the services are outside of the contract period	59	11	28	20	29	30	14	22	9	15	36	24
	8%	7%	8%	9%	8%	8%	6%	9%	7%	10%	8%	9%
Some services are inside the contract period and some are outside of their contract period	35	7	16	12	16	19	11	15	5	4	26	10
	5%	5%	5%	5%	4%	5%	5%	6%	4%	3%	6%	3%
							i					
Services are in a mix of contract periods or outside their contract period	19	4	7	7	10	9	6	7	2	4	13	6
	3%	3%	2%	3%	3%	2%	3%	3%	1%	3%	3%	2%
All of the services are in different contract periods	37	11	14	11	20	17	15	12	5	5	27	10
	5%	7%	4%	5%	5%	5%	7%	5%	4%	4%	6%	4%
Don't know	52	12	19	21	21	31	7	19	10	15	26	26
	7%	7%	6%	9%	6%	8%	3%	8%	8%	10%	6%	9%
							f	f	f		j	

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 214**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB24. Which of the following best describes the package of services from (BUNDLE PROVIDER)?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
All of the services are on the same contract	532	470	62	452	**	**	**	119	145	176	49
	72%	73%	68%	73%	**	**	**	70%	74%	77%	72%
									g		
All of the services are outside of the contract period	59	53	6	53	**	**	**	10	20	18	5
	8%	8%	7%	8%	**	**	**	6%	10%	8%	8%
									g		
Some services are inside the contract period and some are outside of their contract period	35	28	8	27	**	**	**	11	6	10	4
	5%	4%	8%	4%	**	**	**	6%	3%	4%	6%
			a					h			
Services are in a mix of contract periods or outside their contract period	19	13	6	14	**	**	**	5	5	4	2
	3%	2%	6%	2%	**	**	**	3%	2%	2%	3%
			a								
All of the services are in different contract periods	37	34	3	33	**	**	**	10	9	11	2
	5%	5%	3%	5%	**	**	**	6%	5%	5%	3%
Don't know	52	45	7	43	**	**	**	15	11	8	5
	7%	7%	8%	7%	**	**	**	9%	6%	4%	8%
								i			

Columns Tested: a,b - c,d,e,f - g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (BUNDLE PROVIDER) been providing this package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Less than 3 months	27 4%	2 3%	2 2%	6 2%	17 6% c	5 6%	24 4%	15 3%	27 4%	12 5%	12 3%	11 4%	16 4%	10 8% kl	** **	14 4% rs	9 3%	2 2%	2 1%	- -%
3-6 months	52 7%	4 5%	3 3%	15 5%	30 10% bc	9 9%	48 7%	29 6%	51 7%	22 8%	25 6%	23 9%	29 7%	21 17% kl	** **	27 8%	15 6%	3 4%	6 5%	3 6%
7-12 months	73 10%	4 6%	5 5%	22 8%	41 14% abc	6 7%	68 10%	37 8%	68 10%	34 13% j	31 8%	34 13% l	34 8%	21 17% l	** **	44 13% pqr	18 7%	5 7%	8 7%	3 7%
More than a year, up to 2 years	91 12%	7 9%	8 9%	28 10%	48 17% abc	13 14%	86 13%	61 13%	86 12%	28 11%	53 14%	43 16% lm	41 9%	10 8%	** **	46 14% qr	34 13% qr	3 4%	8 7%	5 11% q
More than 2 years, up to 4 years	132 18%	9 12%	20 22% a	57 20% a	45 16%	18 19%	120 18%	78 17%	126 18%	49 19%	65 17%	56 21% l	67 15%	19 16%	** **	60 18%	47 18%	10 14%	17 14%	6 14%
More than 4 years, up to 6 years	88 12%	7 10%	11 12%	46 17% d	23 8%	8 9%	84 12%	60 13%	85 12%	27 10%	55 14%	29 11%	55 12%	10 8%	** **	43 13%	30 12%	9 12%	12 10%	4 8%
More than 6 years, up to 10 years	91 12%	12 17%	14 15%	33 12%	31 11%	10 11%	83 12%	67 15%	88 13%	24 9%	57 15% i	25 9%	64 14% km	11 9%	** **	41 12%	31 12%	14 19% op	18 16%	5 10%
More than 10 years	137 19%	21 29% bcd	16 17%	55 20%	45 16%	17 18%	132 19%	87 19%	128 18%	49 19%	74 19%	30 11%	104 24% km	17 13%	** **	38 11%	58 23% o	23 31% op	39 33% op	16 36% op
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (BUNDLE PROVIDER) been providing this package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST	16-24	25-44	45-64	65-74	65+	75+
														MONTHS						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	~n	o	p	q	r	s	
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Don't know/can't remember	44	7	13	17	7	7	40	26	39	17	19	13	31	3	**	18	15	4	9	4
	6%	9%	14%	6%	2%	8%	6%	6%	6%	7%	5%	5%	7%	3%	**	6%	6%	6%	7%	9%
		d	cd	d									m							

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (BUNDLE PROVIDER) been providing this package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Less than 3 months	27 4%	12 8% bc	10 3%	5 2%	11 3%	16 4%	4 2%	11 5% f	5 4%	6 4%	15 3%	12 4%
3-6 months	52 7%	19 12% bc	19 6%	14 6%	21 6%	31 8%	14 6%	17 7%	6 5%	15 10% h	30 7%	21 8%
7-12 months	73 10%	21 13% c	36 11% c	16 7%	35 10%	37 10%	22 10%	23 10%	13 10%	15 10%	45 10%	28 10%
More than a year, up to 2 years	91 12%	25 16% c	47 14% c	19 8%	47 13%	44 12%	30 13%	29 12%	19 15% i	14 9%	59 13%	33 12%
More than 2 years, up to 4 years	132 18%	31 20%	62 18%	39 16%	68 19%	64 17%	38 17%	38 16%	24 19%	31 20%	76 17%	55 20%
More than 4 years, up to 6 years	88 12%	17 11%	42 12%	28 12%	45 12%	43 12%	27 12%	32 14% i	15 12%	13 9%	59 13%	28 10%
More than 6 years, up to 10 years	91 12%	13 8%	46 14% a	32 14% a	48 13%	43 12%	28 13%	28 12%	13 10%	22 14%	56 12%	34 12%
More than 10 years	137 19%	10 6%	56 17% a	71 30% ab	73 20%	64 18%	49 22%	38 17%	23 18%	27 18%	88 19%	50 18%
Don't know/can't remember	44 6%	12 8%	19 6%	13 5%	19 5%	26 7%	11 5%	16 7%	7 6%	9 6%	28 6%	17 6%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 215**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3. How long has (BUNDLE PROVIDER) been providing this package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Less than 3 months	27 4%	22 3%	5 5%	25 4%	** **	** **	** **	5 3%	7 3%	5 2%	2 3%
3-6 months	52 7%	47 7%	5 6%	45 7%	** **	** **	** **	10 6%	14 7%	12 5%	7 11% i
7-12 months	73 10%	66 10%	7 8%	61 10%	** **	** **	** **	21 12% h	13 7%	23 10%	5 7%
More than a year, up to 2 years	91 12%	74 11%	18 19% a	78 12%	** **	** **	** **	22 13%	26 13%	25 11%	10 15%
More than 2 years, up to 4 years	132 18%	113 18%	19 20%	115 19%	** **	** **	** **	29 17%	29 15%	42 19%	15 22%
More than 4 years, up to 6 years	88 12%	77 12%	10 11%	81 13%	** **	** **	** **	16 9%	22 11%	35 15% g	8 11%
More than 6 years, up to 10 years	91 12%	82 13%	9 10%	74 12%	** **	** **	** **	14 8%	26 13% g	40 17% g	9 13%
More than 10 years	137 19%	122 19%	15 16%	110 18%	** **	** **	** **	41 24% ij	51 26% ij	31 14%	6 10%
Don't know/can't remember	44 6%	40 6%	5 5%	34 5%	** **	** **	** **	11 6%	7 4%	14 6%	5 7%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (BUNDLE PROVIDER) did you already have any of the individual services covered by the package with (BUNDLE PROVIDER)? by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MOBILE	LAND-LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
First time with provider and took whole package at the same time	426 58%	42 56%	51 55%	148 53%	185 64% bc	50 54%	399 58%	275 60%	406 58%	146 56%	237 61%	162 62% l	242 55%	81 65% l	** **	196 60% rs	148 58% s	39 54%	60 51%	21 46%
Already had landline with this provider	144 20%	18 24%	18 20%	59 21%	50 17%	17 18%	144 21% g	62 13%	137 20% g	81 31% j	56 14%	47 18%	91 21%	22 18%	** **	52 16%	56 22% o	20 28% o	35 29% op	15 31% op
Already had mobile phone with this provider	14 2%	- -%	1 1%	6 2%	7 2%	14 15% fgh	11 2%	6 1%	12 2%	5 2%	4 1%	9 3% l	5 1%	3 3%	** **	8 3%	3 1%	1 2%	2 2%	1 2%
Already had fixed broadband access with this provider	65 9%	3 4%	8 8%	29 11% a	24 8%	9 10%	60 9%	36 8%	65 9%	27 10%	33 8%	23 9%	38 9%	12 10%	** **	28 9%	25 10%	5 7%	9 8%	4 9%
Already had TV service with this provider	105 14%	7 9%	15 16%	53 19% ad	31 11%	6 7%	94 14% e	105 23% efh	100 14% e	- -%	90 23% i	34 13% m	69 16% m	8 7%	** **	54 16% rs	35 14% s	8 12%	11 10%	3 6%
Don't know	48 7%	8 10% d	6 6%	19 7%	16 5%	8 8%	42 6%	27 6%	41 6%	19 7% j	17 4%	15 6%	32 7%	9 7%	** **	21 6%	14 6%	5 7%	11 9%	6 13% op
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (BUNDLE PROVIDER) did you already have any of the individual services covered by the package with (BUNDLE PROVIDER)?**  
by BUNDLE CROSS-BREAKS

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
First time with provider and took whole package at the same time	426	103	195	127	213	213	128	124	77	97	252	174
	58%	64%	58%	54%	58%	58%	57%	53%	61%	64%	55%	62%
		c							g	g		j
Already had landline with this provider	144	20	60	64	77	67	51	53	20	21	103	41
	20%	13%	18%	27%	21%	18%	23%	23%	16%	14%	23%	15%
				ab			i	hi			k	
Already had mobile phone with this provider	14	3	6	4	5	8	4	5	3	2	9	5
	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%
Already had fixed broadband access with this provider	65	16	30	19	30	35	23	23	9	10	45	19
	9%	10%	9%	8%	8%	10%	10%	10%	7%	7%	10%	7%
Already had TV service with this provider	105	25	54	26	53	52	27	35	18	25	62	44
	14%	16%	16%	11%	15%	14%	12%	15%	15%	16%	14%	16%
			c									
Don't know	48	10	20	18	19	29	15	15	9	9	30	18
	7%	6%	6%	8%	5%	8%	7%	7%	7%	6%	7%	6%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 216**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3a. Before you had this package of services with (BUNDLE PROVIDER) did you already have any of the individual services covered by the package with (BUNDLE PROVIDER)?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		URBANITY		NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
First time with provider and took whole package at the same time	426 58%	376 59%	49 54%	362 58%	** **	** **	** **	66 39%	134 69% gi	129 57% g	50 74% gi
Already had landline with this provider	144 20%	117 18%	27 30% a	123 20%	** **	** **	** **	85 50% hij	24 12%	19 8%	11 17% i
Already had mobile phone with this provider	14 2%	10 2%	3 3%	12 2%	** **	** **	** **	1 *%	4 2%	1 1%	- -%
Already had fixed broadband access with this provider	65 9%	52 8%	12 13% a	58 9%	** **	** **	** **	19 11%	17 9%	18 8%	6 9%
Already had TV service with this provider	105 14%	96 15%	10 11%	92 15%	** **	** **	** **	3 2%	27 14% gj	72 32% ghj	1 2%
Don't know	48 7%	46 7% b	2 3%	38 6%	** **	** **	** **	10 6%	14 7%	11 5%	4 6%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3d. When you purchased the package of services with (BUNDLE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Interested in all services	439	39	55	174	171	51	410	289	421	144	250	148	269	61	**	194	151	48	77	29
	60%	52%	59%	62% a	59%	55%	60%	63% e	60%	55%	64% i	57%	61% m	49%	**	59%	59%	66%	65%	63%
Fixed broadband	188	22	26	63	78	20	180	86	188	100	80	74	105	47	**	91	70	11	17	6
	26%	29%	28%	23%	27%	22%	26% g	19%	27% g	38% j	21%	28%	24%	38% kl	**	28% qrs	27% qrs	15%	14%	14%
TV service	95	7	9	36	43	14	86	95	87	-	79	39	54	19	**	49	33	8	11	3
	13%	9%	10%	13%	15%	15%	13%	21% fh	12%	-%	20% i	15%	12%	16%	**	15% rs	13%	10%	9%	6%
Landline	86	15	14	26	32	13	86	37	76	48	28	34	50	16	**	30	34	12	22	10
	12%	20% cd	16% c	9%	11%	14% g	13% g	8%	11% g	18% j	7%	13%	11%	13%	**	9%	13% o	16% o	19% op	23% op
Mobile phone	10	-	2	3	5	10	7	6	6	2	3	5	5	3	**	4	3	1	1	-
	1%	-%	2%	1%	2%	11% fgh	1%	1%	1%	1%	1%	2%	1%	2%	**	1%	1%	2%	1%	-%
Don't know	18	4	1	7	6	2	15	10	15	7	5	6	11	3	**	7	4	2	5	3
	2%	5%	1%	3%	2%	3%	2%	2%	2%	3%	1%	2%	3%	2%	**	2%	1%	3%	4% p	6% op

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3d. When you purchased the package of services with (BUNDLE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Interested in all services	439	88	204	147	219	219	128	151	74	86	279	160
	60%	54%	61%	62% a	60%	60%	57%	65% fi	59%	56%	61%	58%
Fixed broadband	188	51	89	48	92	96	63	55	35	35	118	70
	26%	31% c	27% c	20%	25%	26%	28%	24%	28%	23%	26%	25%
TV service	95	24	49	22	49	46	29	23	14	29	52	43
	13%	15% c	15% c	9%	13%	13%	13%	10%	11%	19% fgh	11%	16% j
Landline	86	10	39	38	38	48	31	27	14	14	59	28
	12%	6%	12% a	16% ab	10%	13%	14%	12%	11%	9%	13%	10%
Mobile phone	10	3	5	2	7	4	-	4	3	3	4	6
	1%	2%	1%	1%	2%	1%	-% f	2% f	2% f	2% f	1%	2% j
Don't know	18	6	3	8	8	10	5	6	1	5	11	7
	2%	4% b	1%	4% b	2%	3%	2%	3%	1%	3%	2%	2%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 217**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3d. When you purchased the package of services with (BUNDLE PROVIDER) would you say that you were interested in ALL of the services you have in this package, or were there any services that you were particularly interested in?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Interested in all services	439	381	57	372	**	**	**	87	118	150	39
	60%	59%	63%	60%	**	**	**	52%	60%	66%	59%
									g	g	
Fixed broadband	188	164	24	161	**	**	**	60	51	36	22
	26%	25%	26%	26%	**	**	**	36%	26%	16%	32%
								hi	i		i
TV service	95	88	7	83	**	**	**	6	33	49	4
	13%	14%	7%	13%	**	**	**	4%	17%	21%	6%
		b							gj	gj	
Landline	86	74	12	73	**	**	**	36	21	9	13
	12%	12%	13%	12%	**	**	**	21%	11%	4%	19%
								hi	i		hi
Mobile phone	10	10	-	10	**	**	**	2	3	1	-
	1%	2%	-%	2%	**	**	**	1%	2%	-%	-%
Don't know	18	15	2	14	**	**	**	4	3	3	1
	2%	2%	3%	2%	**	**	**	2%	2%	1%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3e. Is there one service in your package which you particularly wanted to use (BUNDLE PROVIDER) for?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE		BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE					AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Fixed broadband	315	28	40	110	136	34	299	171	315	142	157	117	183	68	**	157	110	22	30	8
	43%	38%	44%	39%	47%	37%	44%	37%	45%	54%	40%	45%	42%	55%	**	48%	43%	30%	26%	18%
					ac		g		eg	j				kl		qrs	qrs	s		
TV service	188	11	21	75	81	17	175	188	177	-	165	76	109	30	**	99	64	12	18	6
	26%	14%	23%	27%	28%	18%	26%	41%	25%	-%	42%	29%	25%	25%	**	30%	25%	17%	15%	12%
			a	a	a		e	efh	e		i					qrs	qrs			
Landline	151	16	23	53	59	16	151	80	139	70	69	53	94	19	**	55	54	21	37	16
	21%	21%	25%	19%	21%	18%	22%	17%	20%	27%	18%	20%	21%	15%	**	17%	21%	28%	31%	35%
							g			j								op	op	op
Mobile phone	19	*	4	7	8	19	14	7	12	7	4	6	14	2	**	7	6	2	3	1
	3%	1%	4%	3%	3%	21%	2%	2%	2%	3%	1%	2%	3%	2%	**	2%	3%	3%	3%	2%
						fgh				j										
No particular service	245	31	31	100	84	27	227	149	232	93	123	82	150	32	**	98	88	31	53	22
	33%	41%	33%	36%	29%	29%	33%	32%	33%	35%	31%	31%	34%	26%	**	30%	34%	43%	45%	47%
		d		d									m					op	op	op
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3e. Is there one service in your package which you particularly wanted to use (BUNDLE PROVIDER) for?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Fixed broadband	315	87	146	82	154	161	94	97	56	67	192	123
	43%	54%	43%	35%	42%	44%	42%	42%	45%	44%	42%	44%
		bc	c									
TV service	188	43	104	41	104	85	53	54	31	50	107	81
	26%	27%	31%	17%	28%	23%	24%	23%	25%	33%	24%	29%
		c	c		e					fgh		j
Landline	151	23	69	59	76	75	47	45	27	32	92	59
	21%	14%	21%	25%	21%	20%	21%	20%	22%	21%	20%	21%
			a	a								
Mobile phone	19	5	7	8	10	9	3	8	4	4	11	8
	3%	3%	2%	3%	3%	3%	1%	3%	4%	3%	2%	3%
No particular service	245	43	108	94	114	131	82	85	37	41	167	78
	33%	27%	32%	40%	31%	36%	37%	37%	30%	27%	37%	28%
				ab			i	i			k	

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 218**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB3e. Is there one service in your package which you particularly wanted to use (BUNDLE PROVIDER) for?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		URBANITY		NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Fixed broadband	315	273	42	276	**	**	**	82	87	81	31
	43%	42%	46%	44%	**	**	**	49% i	45% i	36%	46% i
TV service	188	172	17	164	**	**	**	10	51	116	6
	26%	27% b	18%	26%	**	**	**	6%	26% gj	51% ghj	10%
Landline	151	128	24	129	**	**	**	49	36	41	15
	21%	20%	26%	21%	**	**	**	29% hi	19%	18%	22%
Mobile phone	19	14	5	16	**	**	**	4	4	1	1
	3%	2%	6% a	3%	**	**	**	2% i	2%	*%	2%
No particular service	245	215	31	205	**	**	**	51	70	68	26
	33%	33%	33%	33%	**	**	**	30%	36%	30%	39%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. In terms of your overall package of services... How satisfied are you with the OVERALL SERVICE PROVIDED by (BUNDLE PROVIDER)? Would you say you are... by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INACTIVE	PASSIVE	INTER-ESTED	ENG-AGED	MOBILE	LAND-LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Base for % (Unweighted and weighted)	1280	137	164	490	489	171	1202	784	1203	475	659	448	777	209	**	480	486	163	266	103
	731	73	92	278	287	93	683	457	695	263	389	262	437	124	30	329	255	72	117	45
Very satisfied	329	27	37	153	112	47	308	209	308	115	175	93	232	31	**	145	111	35	62	27
	45%	36%	40%	55%	39%	50%	45%	46%	44%	44%	45%	36%	53%	25%	**	44%	43%	49%	53%	60%
				abd								m	km						op	op
Fairly satisfied	295	34	52	96	113	34	277	188	282	103	163	117	172	53	**	136	100	29	45	16
	40%	46%	56%	34%	39%	37%	41%	41%	41%	39%	42%	45%	39%	43%	**	41%	39%	40%	38%	34%
		c	cd																	
TOTAL SATISFIED	624	61	89	249	226	81	585	397	590	218	338	210	404	85	**	281	211	64	107	43
	85%	83%	96%	89%	79%	87%	86%	87%	85%	83%	87%	80%	93%	68%	**	85%	83%	89%	91%	94%
			acd	ad						i		m	km						op	op
Neither	44	8	1	12	22	5	39	26	43	16	22	19	19	13	**	17	20	5	5	1
	6%	11%	1%	4%	8%	5%	6%	6%	6%	6%	6%	7%	4%	10%	**	5%	8%	7%	5%	1%
		bc		b	bc							l		l			s	s		
Fairly dissatisfied	35	1	1	9	24	6	31	21	35	14	16	21	7	16	**	14	15	2	4	1
	5%	2%	1%	3%	8%	6%	5%	5%	5%	5%	4%	8%	2%	13%	**	4%	6%	3%	3%	3%
				abc								l		l						
Very dissatisfied	28	3	2	9	15	2	28	13	28	15	12	11	7	11	**	18	9	1	1	1
	4%	4%	2%	3%	5%	2%	4%	3%	4%	6%	3%	4%	2%	9%	**	5%	4%	1%	1%	2%
										j		l		kl		qr				
TOTAL DISSATISFIED	64	4	2	18	39	7	59	34	62	29	28	33	14	27	**	31	24	3	5	2
	9%	6%	3%	6%	14%	8%	9%	8%	9%	11%	7%	12%	3%	21%	**	10%	9%	4%	4%	4%
				abc						j		l		kl		qr	qr			
Don't know	3	1	-	1	-	*	3	2	2	*	1	*	2	-	**	1	*	1	1	1
Columns Tested:	a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																			

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. In terms of your overall package of services... How satisfied are you with the OVERALL SERVICE PROVIDED by (BUNDLE PROVIDER)? Would you say you are... by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Base for % (Unweighted and weighted)	1280	242	547	491	613	667	317	431	277	255	748	532
	731	161	335	235	365	367	223	231	126	151	454	277
Very satisfied	329	71	145	112	157	172	92	101	59	76	193	136
	45%	44%	43%	48%	43%	47%	41%	44%	47%	51%	42%	49%
										f		j
Fairly satisfied	295	63	141	91	151	145	95	96	50	54	191	105
	40%	39%	42%	39%	41%	39%	42%	42%	40%	36%	42%	38%
TOTAL SATISFIED	624	135	286	203	308	316	187	197	110	131	384	240
	85%	83%	85%	86%	84%	86%	84%	85%	87%	86%	84%	87%
Neither	44	8	19	16	25	18	18	15	6	5	33	10
	6%	5%	6%	7%	7%	5%	8%	7%	5%	3%	7%	4%
							i	i			k	
Fairly dissatisfied	35	11	15	10	17	19	11	11	5	8	22	13
	5%	7%	4%	4%	5%	5%	5%	5%	4%	5%	5%	5%
Very dissatisfied	28	8	15	6	15	13	7	9	5	8	16	13
	4%	5%	4%	3%	4%	4%	3%	4%	4%	5%	3%	5%
TOTAL DISSATISFIED	64	19	29	16	32	32	18	19	10	16	38	26
	9%	12%	9%	7%	9%	9%	8%	8%	8%	11%	8%	9%
		c										
Don't know	3	-	1	2	1	1	1	1	-	1	2	1

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 219**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB5. In terms of your overall package of services... How satisfied are you with the OVERALL SERVICE PROVIDED by (BUNDLE PROVIDER)? Would you say you are... by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Base for % (Unweighted and weighted)	1280	1120	160	1082	**	**	**	302	337	387	120
	731	640	91	621	54	33	24	169	195	227	67
Very satisfied	329	297	32	281	**	**	**	75	91	103	28
	45%	46% b	35%	45%	**	**	**	44%	47%	45%	41%
Fairly satisfied	295	254	41	244	**	**	**	65	75	103	26
	40%	40%	45%	39%	**	**	**	39%	38%	45%	39%
TOTAL SATISFIED	624	551	73	526	**	**	**	140	165	206	54
	85%	86% b	80%	85%	**	**	**	83%	85%	91% ghj	80%
Neither	44	34	9	41	**	**	**	12	11	10	4
	6%	5%	10% a	7%	**	**	**	7%	6%	4%	6%
Fairly dissatisfied	35	32	4	33	**	**	**	6	12	7	5
	5%	5%	4%	5%	**	**	**	4%	6% i	3%	7%
Very dissatisfied	28	23	6	21	**	**	**	10	6	4	5
	4%	4%	6%	3%	**	**	**	6% i	3%	2%	7% i
TOTAL DISSATISFIED	64	54	9	54	**	**	**	16	18	11	9
	9%	9%	10%	9%	**	**	**	10% i	9% i	5%	14% i
Don't know	3	2	*	3	**	**	**	1	-	1	*

Columns Tested: a,b - c,d,e,f - g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your WHOLE package of services? Are you...  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Actively looking for a new service provider for the whole package at the moment	33 4%	- -%	- -%	16 6% ab	17 6% ab	2 2%	31 4%	15 3%	32 5%	17 6% j	13 3%	- -%	- -%	- -%	** **	18 6%	10 4%	1 2%	3 3%	2 3%
Open to the idea of a new service provider for the whole package	147 20%	* 1%	4 4% a	36 13% ab	106 37% abc	17 19%	139 20%	90 20%	144 21%	55 21%	82 21%	111 42% l	35 8%	73 59% kl	** **	72 22% qrs	56 22% qrs	10 14%	14 12%	4 9%
Not interested in a new service provider for the whole package	536 73%	72 96% cd	85 92% cd	219 78% d	161 56%	72 78%	499 73%	339 74%	505 73%	189 72%	283 73%	145 55% m	392 89% km	47 38%	** **	232 70%	183 72%	60 83% op	99 83% op	39 84% op
Don't know	18 2%	3 4%	4 4% d	8 3%	4 1%	2 2%	16 2%	16 3%	15 2%	2 1%	12 3% i	6 2%	12 3%	4 3%	** **	8 2%	6 2%	1 1%	3 2%	2 4%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your WHOLE package of services? Are you...  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Actively looking for a new service provider for the whole package at the moment	33 4%	8 5%	15 4%	10 4%	16 4%	17 4%	13 6%	9 4%	6 5%	5 3%	22 5%	11 4%
Open to the idea of a new service provider for the whole package	147 20%	34 21%	75 22% c	38 16%	76 21%	71 19%	48 21%	45 20%	23 18%	31 20%	93 20%	54 19%
Not interested in a new service provider for the whole package	536 73%	115 71%	239 71%	182 77% b	265 72%	272 74%	161 72%	171 73%	93 74%	113 74%	331 73%	205 74%
Don't know	18 2%	4 2%	8 2%	7 3%	9 2%	9 2%	3 1%	7 3%	4 3%	4 3%	10 2%	8 3%
Columns Tested: a,b,c - d,e - f,g,h,i - j,k												

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 220**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB8. What is your current thinking regarding changing the company that provides your WHOLE package of services? Are you...  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Actively looking for a new service provider for the whole package at the moment	33 4%	29 4%	4 5%	29 5%	** **	** **	** **	10 6% i	8 4% i	4 2%	4 6% i
Open to the idea of a new service provider for the whole package	147 20%	118 18%	29 31% a	128 21%	** **	** **	** **	35 21%	40 20%	43 19%	16 23%
Not interested in a new service provider for the whole package	536 73%	478 74% b	58 64%	450 72%	** **	** **	** **	122 72%	141 73%	173 76%	47 70%
Don't know	18 2%	18 3%	* *%	16 3%	** **	** **	** **	2 1%	6 3%	7 3%	* 1%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment

	BUNDLE INDEX					BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE					
	Total	INACT- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1230	140	164	463	463	169	1155	763	1153	447	640	449	781	209	46	454	468	161	262	101
Effective Weighted Sample	1156	131	153	435	437	159	1086	718	1085	420	604	423	733	198	44	440	448	158	257	99
Total	701	75	92	263	271	91	655	445	664	246	377	262	439	124	28	311	246	71	116	45
Yes - in the last 6 months	82 12%	1 1%	3 3%	17 7% a	61 23% abc	13 14%	79 12%	47 11%	81 12%	34 14%	43 11%	82 31% l	- -%	82 66% kl	** **	42 13% qrs	31 13% qrs	4 6%	5 5%	1 2%
Yes - 7 to 12 months ago	42 6%	2 2%	2 2%	9 3%	29 11% abc	6 7%	39 6%	26 6%	40 6%	15 6%	23 6%	42 16% l	- -%	42 34% kl	** **	18 6%	17 7% r	3 4%	4 3%	1 3%
Yes - 13 to 18 months ago	23 3%	* 1%	2 3%	7 3%	13 5% a	2 2%	22 3%	15 3%	21 3%	7 3%	13 3%	23 9% lm	- -%	- -%	** **	13 4% qr	8 3%	* 1%	2 2%	1 3%
Yes - 1.5 to 2 years ago	23 3%	2 2%	1 1%	7 3%	13 5% b	4 4%	21 3%	15 3%	21 3%	8 3%	12 3%	23 9% lm	- -%	- -%	** **	10 3%	9 4%	1 2%	3 3%	2 4%
Yes - 2 to 3 years ago	22 3%	* 1%	4 4% a	8 3%	9 3%	5 5%	20 3%	13 3%	20 3%	8 3%	10 3%	22 8% lm	- -%	- -%	** **	11 3%	8 3%	3 4% s	3 2%	- -%
Yes - more than 3 years ago	70 10%	7 10%	12 13% d	34 13% d	16 6%	8 9%	65 10%	52 12%	66 10%	17 7%	43 12% i	70 27% lm	- -%	- -%	** **	29 9%	27 11%	8 11%	12 10%	4 9%
No - never considered changing provider	420 60%	60 81% cd	66 71% d	172 65% d	122 45%	52 56%	393 60%	267 60%	399 60%	148 60%	227 60%	- -%	420 96% km	- -%	** **	182 58%	135 55%	50 70% op	83 72% op	33 74% op
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1230	140	164	463	463	169	1155	763	1153	447	640	449	781	209	46	454	468	161	262	101
Effective Weighted Sample	1156	131	153	435	437	159	1086	718	1085	420	604	423	733	198	44	440	448	158	257	99
Total	701	75	92	263	271	91	655	445	664	246	377	262	439	124	28	311	246	71	116	45
No - can't change, only one provider in the area	19 3%	2 3%	2 2%	7 3%	7 3%	2 2%	17 3%	10 2%	16 2%	9 3%	6 2%	- -%	19 4%	- -%	** **	5 2%	9 3%	2 3%	4 3%	2 5%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1230	230	524	476	590	640	301	417	263	249	718	512
Effective Weighted Sample	1156	222	497	458	555	603	292	398	258	236	679	483
Total	701	153	321	227	350	351	211	223	119	147	434	267
Yes - in the last 6 months	82	22	41	20	38	44	28	26	14	14	54	28
	12%	14%	13%	9%	11%	12%	13%	12%	11%	10%	13%	10%
		c	c									
Yes - 7 to 12 months ago	42	11	19	12	22	19	14	15	7	6	29	13
	6%	7%	6%	5%	6%	6%	7%	7%	6%	4%	7%	5%
Yes - 13 to 18 months ago	23	7	11	5	11	12	8	4	5	7	12	12
	3%	5%	3%	2%	3%	3%	4%	2%	4%	5%	3%	4%
										g		
Yes - 1.5 to 2 years ago	23	4	12	7	12	11	8	7	3	5	15	8
	3%	3%	4%	3%	3%	3%	4%	3%	2%	4%	3%	3%
Yes - 2 to 3 years ago	22	6	9	7	11	11	7	7	4	5	14	8
	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Yes - more than 3 years ago	70	10	40	20	36	34	24	20	12	13	44	26
	10%	6%	12%	9%	10%	10%	12%	9%	10%	9%	10%	10%
			a									
No - never considered changing provider	420	92	180	148	207	213	118	135	73	94	253	167
	60%	60%	56%	65%	59%	61%	56%	61%	61%	64%	58%	63%
				b								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1230	230	524	476	590	640	301	417	263	249	718	512
Effective Weighted Sample	1156	222	497	458	555	603	292	398	258	236	679	483
Total	701	153	321	227	350	351	211	223	119	147	434	267
No - can't change, only one provider in the area	19	2	9	7	11	8	4	9	2	4	12	6
	3%	1%	3%	3%	3%	2%	2%	4%	2%	3%	3%	2%
Columns Tested: a,b,c - d,e - f,g,h,i - j,k												

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services? by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1230	1076	154	1039	92	58	41	288	324	382	114
Effective Weighted Sample	1156	1011	145	977	86	55	39	270	305	359	107
Total	701	614	87	594	54	31	23	159	187	224	63
Yes - in the last 6 months	82 12%	68 11%	14 16%	74 12%	** **	** **	** **	18 11%	29 15% i	18 8%	9 14%
Yes - 7 to 12 months ago	42 6%	36 6%	6 7%	36 6%	** **	** **	** **	11 7% j	10 5%	13 6%	1 2%
Yes - 13 to 18 months ago	23 3%	21 3%	3 3%	19 3%	** **	** **	** **	4 3%	7 4%	7 3%	2 3%
Yes - 1.5 to 2 years ago	23 3%	19 3%	4 5%	18 3%	** **	** **	** **	7 4%	7 4%	7 3%	1 2%
Yes - 2 to 3 years ago	22 3%	20 3%	2 3%	21 3%	** **	** **	** **	4 3%	5 3%	8 3%	3 5%
Yes - more than 3 years ago	70 10%	66 11% b	4 4%	61 10%	** **	** **	** **	10 6%	22 12% g	25 11% g	7 10%
No - never considered changing provider	420 60%	368 60%	52 60%	349 59%	** **	** **	** **	100 63%	103 55%	142 64% h	40 63%

Columns Tested: a,b - c,d,e,f - g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 221**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9a. Have you CONSIDERED changing the company that provides your WHOLE package of services? IF YES - When did you most recently consider changing provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services who are not actively looking for a new service provider for the whole package at the moment

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1230	1076	154	1039	92	58	41	288	324	382	114
Effective Weighted Sample	1156	1011	145	977	86	55	39	270	305	359	107
Total	701	614	87	594	54	31	23	159	187	224	63
No - can't change, only one provider in the area	19	16	3	17	**	**	**	5	4	4	1
	3%	3%	3%	3%	**	**	**	3%	2%	2%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j											

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9b. And did you actively START LOOKING for an alternative service provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those who have considered changing provider for their whole package in the last 12 months

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	~i	j	k	~l	m	~n	~o	~p	~q	~r	~s
Unweighted total	209	5	8	43	153	33	199	117	203	89	106	209	-	209	10	89	89	16	21	5
Effective Weighted Sample	198	5	7	41	145	31	189	112	193	84	101	198	-	198	10	86	85	16	21	5
Total	124	3	5	26	90	19	118	73	120	50	66	124	-	124	6	60	49	7	9	2
Yes	63	**	**	**	43	**	60	40	61	**	36	63	**	63	**	**	**	**	**	**
	51%	**	**	**	48%	**	51%	55%	51%	**	55%	51%	**	51%	**	**	**	**	**	**
No	61	**	**	**	47	**	58	32	59	**	30	61	**	61	**	**	**	**	**	**
	49%	**	**	**	52%	**	49%	45%	49%	**	45%	49%	**	49%	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9b. And did you actively START LOOKING for an alternative service provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those who have considered changing provider for their whole package in the last 12 months

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	d	e	~f	~g	~h	~i	j	~k
Unweighted total	209	51	94	64	101	108	59	74	45	31	133	76
Effective Weighted Sample	198	49	90	62	96	103	58	71	44	30	127	72
Total	124	33	60	32	61	63	42	41	21	20	83	40
Yes	63	**	**	**	30	33	**	**	**	**	43	**
	51%	**	**	**	49%	53%	**	**	**	**	52%	**
No	61	**	**	**	31	30	**	**	**	**	40	**
	49%	**	**	**	51%	47%	**	**	**	**	48%	**

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 222**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB9b. And did you actively START LOOKING for an alternative service provider for your whole package of services?  
by BUNDLE CROSS-BREAKS**

Base : Those who have considered changing provider for their whole package in the last 12 months

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	209	175	34	183	11	11	4	50	64	51	17
Effective Weighted Sample	198	166	32	174	10	11	4	48	61	48	16
Total	124	104	19	110	6	6	2	30	39	31	10
Yes	63	53	**	58	**	**	**	**	**	**	**
	51%	50%	**	53%	**	**	**	**	**	**	**
No	61	52	**	52	**	**	**	**	**	**	**
	49%	50%	**	47%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
CHANGED PROVIDER IN LAST 12 MONTHS	111	-	-	19	92	25	103	66	105	42	56	55	50	42	**	53	39	8	13	6
	15%	-%	-%	7% ab	32% abc	26% fgh	15%	14%	15%	16%	14%	21% l	11%	34% kl	**	16%	15%	11%	11%	12%
ACTIVELY LOOKING AT THE MOMENT	33	-	-	20	14	2	31	20	32	13	18	7	4	6	**	16	14	1	2	1
	5%	-%	-%	7% ab	5% ab	2%	5%	4%	5%	5%	5%	3% l	1%	5% l	**	5%	5% qr	2%	2%	3%
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55	-	-	8	46	10	50	37	53	17	31	35	17	28	**	31	17	4	4	-
	7%	-%	-%	3% ab	16% abc	10%	7%	8%	8%	6%	8%	13% l	4%	22% kl	**	9% rs	7% s	6% s	4% s	-%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	49	-	4	6	39	6	46	26	48	22	23	33	16	28	**	20	18	7	9	2
	7%	-%	4% a	2% abc	14% abc	6%	7%	6%	7%	8%	6%	13% l	4%	23% kl	**	6%	7%	10%	8%	4%
NONE OF THESE	486	75	88	227	96	51	455	310	459	169	263	132	352	20	**	210	168	52	90	38
	66%	100% bcd	96% cd	81% d	33%	55%	66% e	67% e	66% e	64%	67%	50% m	80% km	16%	**	64%	66%	72%	75% op	81% op

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
CHANGED PROVIDER IN LAST 12 MONTHS	111	27	54	30	50	61	28	35	22	26	63	48
	15%	17%	16%	12%	14%	17%	12%	15%	17%	17%	14%	17%
ACTIVELY LOOKING AT THE MOMENT	33	8	16	10	18	15	13	11	8	2	24	10
	5%	5%	5%	4%	5%	4%	6%	5%	6%	1%	5%	3%
							i	i	i			
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55	19	22	15	30	25	20	19	6	10	38	16
	7%	11%	6%	6%	8%	7%	9%	8%	5%	7%	8%	6%
		bc										
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	49	11	20	19	26	24	16	17	7	9	33	17
	7%	7%	6%	8%	7%	6%	7%	7%	6%	6%	7%	6%
NONE OF THESE	486	98	224	164	243	243	148	151	83	104	299	187
	66%	60%	67%	69%	66%	66%	66%	65%	66%	68%	65%	67%
				a								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 223**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**BUNDLED SERVICES - SUMMARY OF BEHAVIOUR  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
CHANGED PROVIDER IN LAST 12 MONTHS	111	100	11	95	**	**	**	25	26	31	13
	15%	16%	12%	15%	**	**	**	15%	13%	14%	19%
ACTIVELY LOOKING AT THE MOMENT	33	28	6	29	**	**	**	10	10	5	4
	5%	4%	6%	5%	**	**	**	6% i	5% i	2%	6% i
ACTIVELY STARTED LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	55	48	7	51	**	**	**	12	19	13	6
	7%	7%	8%	8%	**	**	**	7%	10% i	6%	9%
CONSIDERED CHANGING WITHOUT ACTIVELY LOOKING IN THE LAST 12 MONTHS, NOT SWITCHED	49	37	12	45	**	**	**	12	12	13	5
	7%	6%	14% a	7%	**	**	**	7%	6%	6%	8%
NONE OF THESE	486	430	56	404	**	**	**	110	127	166	39
	66%	67%	61%	65%	**	**	**	65%	65%	73% ghj	57%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - EXCLUDING MOVERS**  
by BUNDLE CROSS-BREAKS

Base : Those responsible for the household package of services

	BUNDLE INDEX					BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE					
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MOBILE	LANDLINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
FROM TRIPLE TO TRIPLE	21 3%	- -%	- -%	3 1%	19 6% abc	3 3%	21 3%	21 5%	21 3%	- -%	21 5% i	12 5% l	9 2%	9 8% l	** **	13 4% rs	6 2%	2 2%	2 1%	- -%
FROM DUAL TO DUAL	21 3%	- -%	- -%	3 1%	19 7% abc	4 4% g	21 3% g	- -%	21 3% g	21 8% j	- -%	10 4% l	8 2%	8 7% l	** **	11 3%	7 3%	1 1%	2 1%	1 2%
FROM TRIPLE TO DUAL	12 2%	- -%	- -%	3 1%	9 3% abc	- -%	12 2% g	- -%	12 2% g	12 5% j	- -%	8 3% l	4 1%	7 5% l	** **	2 1%	8 3% o	2 2%	2 2%	* 1%
FROM DUAL TO TRIPLE	12 2%	- -%	- -%	2 1%	10 3% abc	2 2%	12 2%	12 3%	12 2%	- -%	12 3% i	5 2%	6 1%	4 3%	** **	6 2%	2 1%	1 1%	2 2%	1 3%
FROM TRIPLE TO NOT DUAL OR TRIPLE BUNDLE	3 *% -%	- -%	- -%	* *% -%	3 1%	- -%	2 *% -%	3 1%	1 *% -%	- -%	- -%	1 1%	2 *% -%	1 1%	** **	1 *% -%	1 1%	* 1%	1 1%	* 1%
FROM DUAL TO NOT DUAL OR TRIPLE BUNDLE	2 *% -%	- -%	- -%	1 *% -%	1 *% -%	* *% -%	1 *% -%	1 *% -%	1 *% -%	- -%	- -%	* *% -%	1 *% -%	* *% -%	** **	1 *% -%	* *% -%	- -%	- -%	- -%
FROM NO BUNDLE TO TRIPLE	2 *% -%	- -%	- -%	- -%	2 1%	- -%	2 *% -%	2 *% -%	2 *% -%	- -%	2 1%	1 1%	1 *% -%	1 1% l	** **	2 1%	- -%	- -%	- -%	- -%
FROM NO BUNDLE TO DUAL	1 *% -%	- -%	- -%	- -%	1 *% -%	- -%	1 *% -%	- -%	1 *% -%	1 *% -%	- -%	1 *% -%	- -%	1 1% l	** **	1 *% -%	* *% -%	- -%	- -%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - EXCLUDING MOVERS**  
by **BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
FROM TRIPLE TO TRIPLE	21	8	10	3	9	12	6	7	4	4	13	8
	3%	5%	3%	1%	3%	3%	3%	3%	3%	3%	3%	3%
		c	c									
FROM DUAL TO DUAL	21	6	10	6	9	12	5	7	4	5	12	10
	3%	3%	3%	2%	2%	3%	2%	3%	4%	3%	3%	3%
FROM TRIPLE TO DUAL	12	1	6	5	6	6	4	1	2	4	6	6
	2%	*%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%
										g		
FROM DUAL TO TRIPLE	12	3	6	3	5	6	3	4	2	2	8	4
	2%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%
FROM TRIPLE TO NOT DUAL OR TRIPLE BUNDLE	3	-	1	2	2	1	*	*	1	1	1	2
	*%	-%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%
FROM DUAL TO NOT DUAL OR TRIPLE BUNDLE	2	1	1	*	1	*	-	1	*	-	1	*
	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	*%	*%
FROM NO BUNDLE TO TRIPLE	2	1	1	-	1	1	-	1	-	1	1	1
	*%	1%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%
		c										
FROM NO BUNDLE TO DUAL	1	-	1	*	*	1	-	1	*	-	1	*
	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 224**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - EXCLUDING MOVERS  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
FROM TRIPLE TO TRIPLE	21	21	*	17	**	**	**	2	9	9	1
	3%	3%	*%	3%	**	**	**	1%	4%	4%	1%
		b							g	g	
FROM DUAL TO DUAL	21	16	6	20	**	**	**	5	2	1	4
	3%	2%	6%	3%	**	**	**	3%	1%	*%	6%
			a					i			hi
FROM TRIPLE TO DUAL	12	11	1	10	**	**	**	6	2	2	2
	2%	2%	1%	2%	**	**	**	3%	1%	1%	3%
								hi			i
FROM DUAL TO TRIPLE	12	11	1	11	**	**	**	1	4	3	1
	2%	2%	1%	2%	**	**	**	1%	2%	1%	2%
FROM TRIPLE TO NOT DUAL OR TRIPLE BUNDLE	3	3	-	3	**	**	**	-	2	1	-
	*%	*%	-%	*%	**	**	**	-%	1%	*%	-%
FROM DUAL TO NOT DUAL OR TRIPLE BUNDLE	2	1	*	2	**	**	**	1	-	1	-
	*%	*%	*%	*%	**	**	**	*%	-%	*%	-%
FROM NO BUNDLE TO TRIPLE	2	2	-	1	**	**	**	-	-	1	1
	*%	*%	-%	*%	**	**	**	-%	-%	1%	1%
FROM NO BUNDLE TO DUAL	1	1	-	1	**	**	**	1	-	-	-
	*%	*%	-%	*%	**	**	**	*%	-%	-%	-%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - INCLUDING MOVERS  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE		BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE					AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Significance Level: 95%																				
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
FROM TRIPLE TO TRIPLE	31 4%	* 1%	2 2%	7 3%	21 7% abc	4 4%	31 4%	31 7% fh	31 4%	- -%	31 8% i	19 7% l	12 3%	14 12% l	** **	18 5% rs	10 4% s	2 2%	2 1%	- -%
FROM DUAL TO DUAL	27 4%	* 1%	- -%	6 2%	21 7% abc	5 5% g	27 4% g	- -%	27 4% g	27 10% j	- -%	12 4%	11 3%	10 8% kl	** **	15 5% qr	9 3%	1 1%	2 1%	1 2%
FROM TRIPLE TO DUAL	13 2%	1 1%	- -%	3 1%	9 3% bc	- -%	13 2% g	- -%	13 2% g	13 5% j	- -%	10 4% l	4 1%	8 6% l	** **	3 1%	8 3% o	2 2%	2 2%	* 1%
FROM DUAL TO TRIPLE	12 2%	- -%	- -%	2 1%	10 4% abc	2 2%	12 2%	12 3%	12 2%	- -%	12 3% i	5 2%	6 1%	4 4% l	** **	6 2%	2 1%	1 1%	2 2%	1 3%
FROM TRIPLE TO NOT DUAL OR TRIPLE BUNDLE	3 *% *%	- -%	- -%	* *% *%	3 1%	- -%	2 *% *%	3 1%	1 *% *%	- -%	- -%	1 1%	2 *% *%	1 1%	** **	1 *% *%	1 1%	* 1%	1 1%	* 1%
FROM DUAL TO NOT DUAL OR TRIPLE BUNDLE	2 *% *%	- -%	- -%	1 *% *%	1 *% *%	* *% *%	1 *% *%	1 *% *%	1 *% *%	- -%	- -%	* *% *%	1 *% *%	* *% *%	** **	1 *% *%	* *% *%	- -%	- -%	- -%
FROM NO BUNDLE TO TRIPLE	3 *% *%	- -%	- -%	- -%	3 1% c	- -%	3 *% *%	3 1%	3 *% *%	- -%	3 1%	1 1%	1 *% *%	1 1%	** **	2 1%	* *% *%	- -%	- -%	- -%
FROM NO BUNDLE TO DUAL	1 *% *%	- -%	- -%	- -%	1 *% *%	- -%	1 *% *%	- -%	1 *% *%	1 *% *%	- -%	1 *% *%	- -%	1 1% l	** **	1 *% *%	* *% *%	- -%	- -%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - INCLUDING MOVERS**  
by **BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
FROM TRIPLE TO TRIPLE	31	12	15	4	12	18	9	11	5	7	19	11
	4%	7%	5%	2%	3%	5%	4%	5%	4%	4%	4%	4%
		c	c									
FROM DUAL TO DUAL	27	8	13	6	12	15	6	8	6	6	14	13
	4%	5%	4%	3%	3%	4%	3%	4%	5%	4%	3%	5%
FROM TRIPLE TO DUAL	13	1	7	5	6	8	6	1	2	4	7	6
	2%	*%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%
							g			g		
FROM DUAL TO TRIPLE	12	4	6	3	5	7	3	5	2	2	8	4
	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%
FROM TRIPLE TO NOT DUAL OR TRIPLE BUNDLE	3	-	1	2	2	1	*	*	1	1	1	2
	*%	-%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%
FROM DUAL TO NOT DUAL OR TRIPLE BUNDLE	2	1	1	*	1	*	-	1	*	-	1	*
	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	*%	*%
FROM NO BUNDLE TO TRIPLE	3	1	1	*	1	2	-	2	-	1	2	1
	*%	1%	*%	*%	*%	*%	-%	1%	-%	*%	*%	*%
FROM NO BUNDLE TO DUAL	1	-	1	*	*	1	-	1	*	-	1	*
	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 225**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SWITCHING TO AND FROM BUNDLES IN THE LAST 12 MONTHS - INCLUDING MOVERS  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
FROM TRIPLE TO TRIPLE	31 4%	29 4%	2 2%	27 4%	** **	** **	** **	4 2%	12 6% gj	13 6% gj	1 1%
FROM DUAL TO DUAL	27 4%	20 3%	7 7% a	23 4%	** **	** **	** **	7 4% hi	2 1%	1 1%	4 7% hi
FROM TRIPLE TO DUAL	13 2%	12 2%	1 1%	12 2%	** **	** **	** **	6 4% hi	2 1%	2 1%	2 3%
FROM DUAL TO TRIPLE	12 2%	10 2%	2 2%	11 2%	** **	** **	** **	1 1%	4 2%	4 2%	1 2%
FROM TRIPLE TO NOT DUAL OR TRIPLE BUNDLE	3 *%	3 *%	- -%	3 *%	** **	** **	** **	- -%	2 1%	1 *%	- -%
FROM DUAL TO NOT DUAL OR TRIPLE BUNDLE	2 *%	1 *%	* *%	2 *%	** **	** **	** **	1 *%	- -%	1 *%	- -%
FROM NO BUNDLE TO TRIPLE	3 *%	3 *%	- -%	2 *%	** **	** **	** **	- -%	- -%	2 1%	1 1%
FROM NO BUNDLE TO DUAL	1 *%	1 *%	- -%	1 *%	** **	** **	** **	1 *%	- -%	- -%	- -%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BUNDLE PROVIDER)? They are the best provider of this package of services on the market. IF NECESSARY - Do you... by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE			BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Agree strongly	177 24%	7 9%	7 8%	100 36% abd	63 22% ab	24 26%	163 24%	125 27%	168 24%	51 19%	104 27% i	53 20%	123 28% km	17 14%	** **	85 26%	54 21%	19 26%	33 28% p	15 32% p
Agree slightly	238 32%	13 18%	63 69% acd	67 24% ac	94 33% ac	30 32%	225 33%	152 33%	225 32%	82 31%	131 34%	78 30% m	157 36% km	25 20%	** **	110 33%	85 33%	20 28%	33 28%	13 28%
TOTAL AGREE	415 57%	20 27%	71 77% acd	167 60% a	157 55% a	54 58%	388 57%	277 60%	392 56%	133 50%	235 60% i	131 50% m	280 64% km	42 34%	** **	195 59%	139 54%	39 54%	67 56%	28 60%
Neither	170 23%	31 42% bcd	12 13%	64 23% b	62 22% b	22 24%	157 23%	100 22%	161 23%	66 25%	84 21%	65 25%	95 22%	34 28%	** **	65 20%	67 26% o	17 23%	27 23%	10 22%
Disagree slightly	46 6%	4 5%	2 3%	10 4%	29 10% bc	6 6%	41 6%	29 6%	44 6%	15 6%	25 6%	29 11% l	11 2% kl	22 18% kl	** **	26 8% p	12 5%	3 4%	6 5%	3 6%
Disagree strongly	46 6%	5 7% b	1 1%	14 5% b	25 9% bc	5 6%	43 6%	24 5%	44 6%	22 8% j	19 5%	21 8% l	12 3% kl	18 14% kl	** **	22 7% rs	18 7% rs	3 4%	3 3%	* 1%
TOTAL DISAGREE	92 13%	9 12% b	4 4%	25 9% bc	54 19% bc	11 12%	84 12%	53 12%	88 13%	37 14%	44 11%	50 19% l	23 5% kl	39 32% kl	** **	48 15% qrs	30 12%	6 8%	9 8%	3 7%
Don't know	57 8%	14 19% bcd	5 6%	23 8%	15 5%	7 7%	56 8%	29 6%	55 8%	27 10% j	27 7%	16 6%	41 9% k	8 7%	** **	22 7%	19 7%	11 15% op	16 14% op	5 12%
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BUNDLE PROVIDER)? They are the best provider of this package of services on the market. IF NECESSARY - Do you... by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Agree strongly	177	44	77	56	81	96	44	52	36	46	96	81
	24%	27%	23%	24%	22%	26%	20%	22%	28%	30%	21%	29%
									f	fg		j
Agree slightly	238	50	123	66	127	111	73	80	43	42	153	85
	32%	31%	37%	28%	35%	30%	33%	34%	34%	28%	34%	31%
			c									
TOTAL AGREE	415	94	200	121	208	207	117	132	78	88	249	167
	57%	58%	60%	51%	57%	56%	52%	57%	62%	58%	55%	60%
			c						f			
Neither	170	34	75	61	87	83	61	54	26	28	116	54
	23%	21%	22%	26%	24%	23%	27%	23%	21%	18%	25%	20%
							i				k	
Disagree slightly	46	14	21	11	21	24	12	15	6	12	27	18
	6%	8%	6%	5%	6%	7%	5%	7%	5%	8%	6%	7%
		c										
Disagree strongly	46	12	21	13	22	24	11	16	7	12	27	19
	6%	7%	6%	6%	6%	7%	5%	7%	5%	8%	6%	7%
TOTAL DISAGREE	92	26	42	24	43	49	23	31	13	24	54	37
	13%	16%	13%	10%	12%	13%	10%	13%	10%	16%	12%	13%
		c								f		
Don't know	57	8	19	30	28	29	22	16	8	12	37	20
	8%	5%	6%	13%	8%	8%	10%	7%	6%	8%	8%	7%
				ab								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 226**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB19a. Could you please tell me the extent to which you agree or disagree with this statement regarding (BUNDLE PROVIDER)? They are the best provider of this package of services on the market. IF NECESSARY - Do you... by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Agree strongly	177	162	15	149	**	**	**	32	55	61	14
	24%	25%	16%	24%	**	**	**	19%	28%	27%	21%
		b							g	g	
Agree slightly	238	210	28	201	**	**	**	55	59	87	17
	32%	33%	31%	32%	**	**	**	32%	31%	38%	25%
										hj	
TOTAL AGREE	415	372	43	350	**	**	**	87	114	149	31
	57%	58%	47%	56%	**	**	**	51%	59%	65%	46%
		b							j	gj	
Neither	170	151	19	151	**	**	**	41	43	45	17
	23%	24%	20%	24%	**	**	**	24%	22%	20%	25%
Disagree slightly	46	37	8	42	**	**	**	7	15	11	7
	6%	6%	9%	7%	**	**	**	4%	8%	5%	10%
											gi
Disagree strongly	46	36	10	38	**	**	**	16	11	8	7
	6%	6%	11%	6%	**	**	**	10%	6%	4%	10%
			a					i			i
TOTAL DISAGREE	92	74	18	80	**	**	**	23	26	19	14
	13%	11%	20%	13%	**	**	**	14%	13%	8%	21%
			a					i	i		i
Don't know	57	45	12	43	**	**	**	19	12	15	6
	8%	7%	13%	7%	**	**	**	11%	6%	7%	9%
			a					hi			

Columns Tested: a,b - c,d,e,f - g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between providers for packaged services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	IN- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Very easy	203 28%	10 14%	27 29% a	89 32% a	76 27% a	26 28%	186 27%	132 29%	195 28%	67 25%	114 29%	66 25%	127 29%	30 24%	** **	103 31% qrs	72 28% qrs	14 20%	20 17%	5 12%
Fairly easy	284 39%	27 36%	42 45%	106 38%	109 38%	37 40%	267 39%	179 39%	272 39%	101 38%	156 40%	111 42%	163 37%	52 42%	** **	141 43% pqrs	93 36%	23 32%	36 30%	13 27%
TOTAL EASY	487 66%	37 50%	69 75% ad	195 70% a	186 65% a	64 69%	453 66%	310 68%	467 67%	168 64%	269 69%	177 67%	290 66%	82 66%	** **	244 74% pqrs	165 64% qrs	37 51%	55 47%	18 39%
Fairly difficult	109 15%	13 17%	11 11%	31 11%	54 19% bc	16 17%	105 15%	67 15%	105 15%	41 15%	60 15%	44 17%	57 13%	22 18%	** **	47 14%	39 15%	12 16%	20 17%	8 18%
Very difficult	70 10%	11 15% b	3 3%	25 9% b	31 11% b	6 7%	64 9%	42 9%	67 10%	28 11%	33 9%	30 12%	37 8%	16 13% l	** **	22 7%	31 12% o	11 15% o	17 14% o	6 13% o
TOTAL DIFFICULT	179 24%	24 32% bc	14 15%	56 20%	85 30% bc	22 24%	169 25%	109 24%	172 25%	69 26%	93 24%	74 28% l	94 21%	39 31% l	** **	69 21%	70 27% o	23 31% o	37 31% o	14 30% o
Don't know	68 9%	14 18% cd	10 11% d	28 10% d	16 6%	7 7%	63 9%	41 9%	57 8%	27 10%	27 7%	11 4%	55 13% km	3 3%	** **	17 5%	21 8%	13 17% op	27 23% op	14 30% opq

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between providers for packaged services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Very easy	203	54	97	52	101	102	60	58	39	46	118	85
	28%	33%	29%	22%	28%	28%	27%	25%	31%	30%	26%	31%
		c	c									
Fairly easy	284	74	135	74	154	130	88	94	53	49	182	102
	39%	46%	40%	31%	42%	35%	39%	41%	42%	32%	40%	37%
		c	c		e			i	i			
TOTAL EASY	487	128	232	126	256	231	148	153	92	95	300	187
	66%	80%	69%	53%	70%	63%	66%	66%	73%	62%	66%	67%
		bc	c		e				gi			
Fairly difficult	109	19	56	35	42	68	37	34	14	25	70	39
	15%	12%	17%	15%	11%	18%	16%	14%	11%	16%	15%	14%
						d						
Very difficult	70	8	28	35	36	34	21	27	6	16	48	22
	10%	5%	8%	15%	10%	9%	10%	12%	5%	10%	11%	8%
				ab			h	h		h		
TOTAL DIFFICULT	179	26	84	69	77	102	58	61	20	41	119	61
	24%	16%	25%	29%	21%	28%	26%	26%	16%	27%	26%	22%
			a	a		d	h	h		h		
Don't know	68	7	20	41	33	34	18	19	13	17	37	30
	9%	4%	6%	17%	9%	9%	8%	8%	11%	11%	8%	11%
				ab								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 227**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB22. How easy or difficult do you think it is to make COST comparisons between providers for packaged services?  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Very easy	203 28%	178 28%	25 28%	172 28%	** **	** **	** **	38 23%	62 32% g	62 27%	23 35% g
Fairly easy	284 39%	253 39%	31 34%	248 40%	** **	** **	** **	61 36%	70 36%	101 44% gh	25 37%
TOTAL EASY	487 66%	431 67%	56 61%	420 67%	** **	** **	** **	99 58%	132 68% g	162 71% g	48 72% g
Fairly difficult	109 15%	93 14%	17 18%	95 15%	** **	** **	** **	32 19%	28 14%	30 13%	8 11%
Very difficult	70 10%	59 9%	11 12%	55 9%	** **	** **	** **	17 10%	19 10%	18 8%	7 10%
TOTAL DIFFICULT	179 24%	152 24%	27 30%	150 24%	** **	** **	** **	48 28% i	48 24%	49 21%	14 21%
Don't know	68 9%	59 9%	8 9%	53 8%	** **	** **	** **	22 13% hi	15 8%	17 7%	5 7%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**PB23. SERVICES SWITCHED IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2582	140	164	492	489	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255
Effective Weighted Sample	2422	131	153	462	461	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249
Total	1500	75	92	279	287	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111
Landline phone	93 6%	- -%	- -%	13 5% ab	61 21% abc	10 10%	71 10%	40 9%	70 10%	33 13% j	34 9%	36 14% l	32 7%	30 24% kl	3 1%	45 8% nrs	33 8% nrs	8 6% n	12 5% n	4 4% n
Mobile phone	131 9%	4 6%	2 3%	21 8% b	38 13% abc	17 18% fgh	59 9%	37 8%	62 9%	27 10%	30 8%	30 11% l	32 7%	22 18% kl	33 13% opqrs	48 8% rs	39 9% rs	9 6% s	12 5% n	3 2% n
Fixed broadband internet access	96 6%	- -%	- -%	9 3% ab	56 20% abc	9 10%	62 9%	36 8%	64 9%	29 11%	32 8%	36 14% l	26 6%	32 26% kl	5 2%	48 8% nrs	32 7% nrs	8 5% n	11 4% n	4 3% n
TV service with additional channels	64 4%	* 1%	- -%	5 2% abc	45 16% abc	7 7%	46 7%	41 9%	48 7%	10 4%	34 9% i	29 11% l	20 5%	21 17% kl	4 1%	34 6% nqrs	20 5% nr	4 3%	6 3% n	2 2% n
NONE	1246 83%	70 94% cd	90 97% cd	245 88% d	178 62% abc	68 73%	545 80% e	373 81% e	551 79%	200 76%	318 82% i	189 72% m	369 84% km	71 57%	205 84%	474 82% nqrs	344 81% nqrs	122 87% op	223 89% nop	102 92% nop
ANY	254 17%	5 6%	2 3%	35 12% ab	110 38% abc	25 27% fg	140 20%	86 19%	146 21%	63 24% j	72 18%	74 28% l	70 16%	53 43% kl	39 16% rs	106 18% qrs	80 19% qrs	19 13%	28 11% n	9 8% n
ANY OF FIXED LINE FIXED BROADBAND PAY TV	141 9%	- -%	- -%	16 6% ab	87 30% abc	14 15%	97 14%	61 13%	98 14%	42 16%	51 13%	52 20% l	45 10%	40 32% kl	7 3%	66 11% nqrs	50 12% nqrs	10 7% n	18 7% n	8 7% n

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**PB23. SERVICES SWITCHED IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BUNDLE CROSS-BREAKS**

Base : All respondents

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2582	795	834	953	1237	1345	547	821	560	654	1368	1214
Effective Weighted Sample	2422	768	792	915	1163	1263	530	783	546	616	1296	1135
Total	1500	536	514	450	748	752	388	457	257	398	845	655
Landline phone	93	21	47	26	45	48	23	31	17	23	53	40
	6%	4%	9%	6%	6%	6%	6%	7%	7%	6%	6%	6%
			ac									
Mobile phone	131	60	47	25	68	63	33	41	22	35	75	57
	9%	11%	9%	5%	9%	8%	9%	9%	8%	9%	9%	9%
		c	c									
Fixed broadband internet access	96	27	43	25	43	53	23	34	19	20	57	39
	6%	5%	8%	6%	6%	7%	6%	7%	7%	5%	7%	6%
			ac									
TV service with additional channels	64	18	32	14	28	36	20	18	9	16	38	26
	4%	3%	6%	3%	4%	5%	5%	4%	4%	4%	5%	4%
			ac									
NONE	1246	445	408	393	626	620	323	379	211	333	702	544
	83%	83%	79%	87%	84%	82%	83%	83%	82%	84%	83%	83%
			ab									
ANY	254	90	106	57	122	132	65	78	46	65	143	112
	17%	17%	21%	13%	16%	18%	17%	17%	18%	16%	17%	17%
		c	c									
ANY OF FIXED LINE FIXED BROADBAND PAY TV	141	36	67	38	67	74	36	43	28	34	79	62
	9%	7%	13%	9%	9%	10%	9%	10%	11%	8%	9%	9%
			ac									

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 228**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**PB23. SERVICES SWITCHED IN LAST 12 MONTHS - EXCLUDING MOVERS  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j
Unweighted total	2582	2260	322	2158	215	130	79	304	337	388	121
Effective Weighted Sample	2422	2121	301	2024	202	122	74	285	317	365	114
Total	1500	1316	184	1258	125	72	45	169	195	228	67
Landline phone	93 6%	83 6%	10 6%	80 6%	4 3%	7 10% d	** **	16 10%	20 10%	17 8%	8 12%
Mobile phone	131 9%	113 9%	18 10%	110 9%	10 8%	8 11%	** **	19 11% i	14 7%	15 7%	10 15% hi
Fixed broadband internet access	96 6%	84 6%	12 6%	84 7%	5 4%	7 10% d	** **	16 9%	13 6%	18 8%	8 12% h
TV service with additional channels	64 4%	59 5%	4 2%	56 4%	4 3%	4 5%	** **	8 5%	17 9%	16 7%	4 6%
NONE	1246 83%	1093 83%	153 83%	1045 83%	106 85%	55 77%	** **	132 78%	160 82% j	188 83% j	48 71%
ANY	254 17%	223 17%	31 17%	213 17%	19 15%	17 23%	** **	37 22%	35 18%	40 17%	20 29% hi
ANY OF FIXED LINE FIXED BROADBAND PAY TV	141 9%	125 10%	16 9%	121 10%	9 7%	9 13%	** **	22 13%	25 13%	29 13%	11 17%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2582	140	164	492	489	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255
Effective Weighted Sample	2422	131	153	462	461	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249
Total	1500	75	92	279	287	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111
Mobile phone	131 9%	4 6%	2 3%	21 8% b	38 13% abc	17 18% fgh	59 9%	37 8%	62 9%	27 10%	30 8%	30 11% l	32 7%	22 18% kl	33 13% opqrs	48 8% rs	39 9% rs	9 6% s	12 5%	3 2%
Fixed broadband internet access	119 8%	2 3%	2 3%	17 6%	62 22% abc	10 11%	81 12%	47 10%	82 12%	36 14%	43 11%	48 18% l	32 7%	42 34% kl	7 3%	60 10% nqrs	40 9% nqrs	8 6%	12 5%	4 3%
Landline phone	118 8%	3 3%	4 4%	22 8%	66 23% abc	11 11%	93 14%	52 11%	91 13%	43 16% j	46 12%	48 18% l	43 10%	39 32% kl	4 2%	60 10% nrs	40 9% nrs	9 7% n	14 6% n	5 4%
TV service with additional channels	84 6%	2 2%	3 3%	13 5%	49 17% abc	8 8%	62 9%	52 11%	64 9%	14 5%	45 12% i	39 15% l	25 6%	31 25% kl	4 2%	45 8% nqrs	27 6% nrs	5 4%	8 3%	3 3%
SWITCHED ANY SERVICES IN LAST 12 MONTHS	286 19%	8 10%	7 7%	48 17% b	114 40% abc	27 29% g	165 24%	101 22%	170 24%	73 28% j	86 22%	86 33% l	83 19%	62 50% kl	42 17% rs	127 22% qrs	87 21% qrs	21 15% s	30 12%	10 9%
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	184 12%	3 5%	6 6%	30 11% a	95 33% abc	17 18%	127 19%	77 17%	128 18%	56 21%	66 17%	69 26% l	58 13%	52 42% kl	9 4%	92 16% nqrs	61 14% nqrs	13 9% n	21 8% n	8 7%
NONE	1214 81%	67 90% d	85 93% cd	231 83% d	173 60%	66 71%	521 76%	359 78% e	526 76%	190 72%	304 78% i	177 67% m	356 81% km	62 50%	202 83%	454 78%	336 79%	120 85% op	221 88% nop	101 91% nopq

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : All respondents

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2582	795	834	953	1237	1345	547	821	560	654	1368	1214
Effective Weighted Sample	2422	768	792	915	1163	1263	530	783	546	616	1296	1135
Total	1500	536	514	450	748	752	388	457	257	398	845	655
Mobile phone	131	60	47	25	68	63	33	41	22	35	75	57
	9%	11%	9%	5%	9%	8%	9%	9%	8%	9%	9%	9%
		c	c									
Fixed broadband internet access	119	38	53	28	50	68	28	43	24	24	71	47
	8%	7%	10%	6%	7%	9%	7%	9%	9%	6%	8%	7%
			ac			d		i	i			
Landline phone	118	32	56	29	55	63	28	41	19	29	69	48
	8%	6%	11%	7%	7%	8%	7%	9%	7%	7%	8%	7%
			ac									
TV service with additional channels	84	24	43	17	37	47	26	25	12	21	51	33
	6%	5%	8%	4%	5%	6%	7%	5%	5%	5%	6%	5%
			ac									
SWITCHED ANY SERVICES IN LAST 12 MONTHS	286	105	120	62	134	152	73	91	51	72	164	123
	19%	20%	23%	14%	18%	20%	19%	20%	20%	18%	19%	19%
		c	c									
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	184	55	85	44	83	101	47	58	35	44	105	79
	12%	10%	17%	10%	11%	13%	12%	13%	14%	11%	12%	12%
			ac									
NONE	1214	431	394	388	613	600	315	366	207	326	681	532
	81%	80%	77%	86%	82%	80%	81%	80%	80%	82%	81%	81%
				ab								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 229**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j
Unweighted total	2582	2260	322	2158	215	130	79	304	337	388	121
Effective Weighted Sample	2422	2121	301	2024	202	122	74	285	317	365	114
Total	1500	1316	184	1258	125	72	45	169	195	228	67
Mobile phone	131 9%	113 9%	18 10%	110 9%	10 8%	8 11%	** **	19 11% i	14 7%	15 7%	10 15% hi
Fixed broadband internet access	119 8%	101 8%	17 9%	105 8%	6 5%	7 10%	** **	20 12%	17 9%	23 10%	9 14%
Landline phone	118 8%	102 8%	15 8%	101 8%	6 5%	7 10%	** **	21 12%	23 12%	24 10%	9 13%
TV service with additional channels	84 6%	77 6%	7 4%	72 6%	4 4%	6 8%	** **	12 7%	23 12% g	21 9%	5 7%
SWITCHED ANY SERVICES IN LAST 12 MONTHS	286 19%	249 19%	37 20%	242 19%	21 17%	18 25%	** **	43 25%	40 20%	47 21%	21 31% hi
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	184 12%	159 12%	25 14%	159 13%	11 9%	12 16% d	** **	30 17%	31 16%	37 16%	13 19%
NONE	1214 81%	1067 81%	147 80%	1016 81%	104 83%	54 75%	** **	127 75%	155 80% j	180 79% j	47 69%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MOBILE	LANDLINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2582	140	164	492	489	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255
Effective Weighted Sample	2422	131	153	462	461	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249
Total	1500	75	92	279	287	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111
Fixed broadband internet access	87 6%	2 2%	2 3%	15 5%	50 17% abc	9 9%	67 10%	39 9%	67 10%	29 11%	37 9%	39 15% l	25 6%	37 29% kl	4 2%	46 8% nrs	28 7% nrs	7 5% ns	9 4%	2 2%
Landline phone	81 5%	2 2%	2 2%	15 5%	48 17% abc	9 9%	65 9%	36 8%	63 9%	29 11%	33 8%	36 14% l	26 6%	33 26% kl	4 2%	42 7% nrs	26 6% nrs	7 5% n	9 4%	3 2%
TV service with additional channels	47 3%	* 1%	2 2%	7 3%	31 11% abc	4 5%	39 6%	36 8% fh	38 5%	4 2%	32 8% i	26 10% l	13 3%	24 20% kl	2 1%	26 4% nqrs	15 4% nqr	2 1%	3 1%	1 1%
Mobile phone	9 1%	- -%	- -%	1 1%	5 2%	4 4% fgh	6 1%	2 1%	6 1%	4 1%	2 *%	3 1%	3 1%	2 2%	1 *%	4 1%	4 1%	1 1%	1 1%	* *%
NONE	1408 94%	73 98% d	90 97% d	264 94% d	234 81%	83 90%	614 90%	416 91%	627 90%	234 89%	351 90%	221 84% m	411 94% km	86 70%	239 98% opq	533 92%	394 93%	133 95%	241 96% op	108 97% op
SWITCHED ANY, BUT NOT AT THE SAME TIME	194 13%	6 8%	4 5%	33 12% b	61 21% abc	18 19% g	94 14%	57 12%	101 14%	44 17% j	47 12%	44 17% l	55 13%	25 20% l	37 15% qrs	80 14% rs	58 14% rs	13 9%	20 8%	7 6%
SWITCHED TWO SERVICES AT THE SAME TIME	54 4%	1 2%	1 1%	9 3%	28 10% abc	4 5%	38 6%	17 4%	36 5%	22 8% j	13 3%	20 8% l	16 4%	18 15% kl	3 1%	24 4% n	16 4% n	6 4% n	9 4% n	3 3%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2582	140	164	492	489	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255
Effective Weighted Sample	2422	131	153	462	461	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249
Total	1500	75	92	279	287	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	38 3%	* 1%	1 1%	7 2%	25 9% abc	5 6%	33 5%	26 6%	34 5%	8 3%	25 7% i	21 8% l	11 3%	20 16% kl	1 1%	23 4% nqrs	13 3% nqrs	1 1%	1 1%	- -%
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	38 3%	1 2%	1 1%	7 3%	19 7% abc	3 3%	28 4% g	7 1%	27 4% g	21 8% j	6 2%	13 5% l	12 3%	13 10% kl	2 1%	18 3% n	12 3%	5 3% n	6 2%	1 1%
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	9 1%	- -%	1 1%	* *%	5 2% c	* *%	6 1%	6 1%	6 1%	- -%	5 1% i	5 2% l	2 *%	4 3% l	* *%	4 1%	3 1%	1 1%	1 1%	1 1%
SWITCHED LANDLINE AND TV AT THE SAME TIME	4 *%	- -%	- -%	- -%	3 1% c	- -%	3 *%	3 1%	1 *%	- -%	1 *%	1 *%	2 *%	1 1%	- -%	1 *%	1 *%	- -%	1 *%	1 1%
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	32 2%	* 1%	1 1%	6 2%	21 7% abc	2 3%	28 4%	25 5%	29 4%	4 2%	24 6% i	19 7% l	9 2%	18 14% kl	1 1%	20 3% nqrs	10 2% nrs	1 1%	1 *%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : All respondents

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2582	795	834	953	1237	1345	547	821	560	654	1368	1214
Effective Weighted Sample	2422	768	792	915	1163	1263	530	783	546	616	1296	1135
Total	1500	536	514	450	748	752	388	457	257	398	845	655
Fixed broadband internet access	87 6%	26 5%	41 8% ac	20 4%	38 5%	49 7%	22 6%	31 7%	15 6%	19 5%	53 6%	34 5%
Landline phone	81 5%	23 4%	38 7% ac	20 4%	38 5%	43 6%	21 5%	28 6%	13 5%	19 5%	49 6%	32 5%
TV service with additional channels	47 3%	13 3%	25 5% ac	8 2%	20 3%	26 3%	15 4%	17 4%	5 2%	10 3%	31 4% k	15 2%
Mobile phone	9 1%	2 *%	4 1%	3 1%	6 1%	4 1%	1 *%	3 1%	2 1%	2 1%	5 1%	5 1%
NONE	1408 94%	509 95% b	470 92%	428 95% b	706 94%	702 93%	364 94%	425 93%	241 94%	377 95%	790 93%	618 94%
SWITCHED ANY, BUT NOT AT THE SAME TIME	194 13%	78 15% c	76 15% c	40 9%	92 12%	102 14%	50 13%	59 13%	35 14%	51 13%	109 13%	86 13%
SWITCHED TWO SERVICES AT THE SAME TIME	54 4%	15 3%	24 5%	15 3%	26 3%	28 4%	11 3%	18 4%	12 4%	13 3%	29 3%	24 4%
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	38 3%	11 2%	20 4% ac	7 2%	16 2%	22 3%	12 3%	13 3%	4 2%	8 2%	26 3%	13 2%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : All respondents

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2582	795	834	953	1237	1345	547	821	560	654	1368	1214
Effective Weighted Sample	2422	768	792	915	1163	1263	530	783	546	616	1296	1135
Total	1500	536	514	450	748	752	388	457	257	398	845	655
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	38 3%	12 2%	16 3%	11 2%	18 2%	21 3%	7 2%	13 3%	9 4%	8 2%	21 2%	18 3%
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	9 1%	3 *%	5 1%	1 *%	3 *%	6 1%	3 1%	4 1%	1 1%	1 *%	7 1%	2 *%
SWITCHED LANDLINE AND TV AT THE SAME TIME	4 *%	- -%	3 1% a	1 *%	4 *% e	- -%	1 *%	1 *%	* *%	2 *%	1 *%	2 *%
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	32 2%	10 2%	17 3% c	5 1%	13 2%	19 3%	11 3% h	10 2%	2 1%	7 2%	22 3%	10 1%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j
Unweighted total	2582	2260	322	2158	215	130	79	304	337	388	121
Effective Weighted Sample	2422	2121	301	2024	202	122	74	285	317	365	114
Total	1500	1316	184	1258	125	72	45	169	195	228	67
Fixed broadband internet access	87 6%	77 6%	10 6%	76 6%	4 3%	5 8%	** **	16 10%	16 8%	16 7%	7 11%
Landline phone	81 5%	71 5%	10 5%	70 6%	4 3%	6 8% d	** **	14 8%	18 9%	14 6%	7 11%
TV service with additional channels	47 3%	44 3%	3 2%	41 3%	2 2%	3 4%	** **	8 5%	17 9% gij	10 5%	2 3%
Mobile phone	9 1%	7 1%	2 1%	9 1%	- -%	- -%	** **	1 1%	3 1% i	- -%	1 1% i
NONE	1408 94%	1234 94%	173 94%	1178 94%	121 97% e	66 91%	** **	153 90%	175 90%	211 93%	60 89%
SWITCHED ANY, BUT NOT AT THE SAME TIME	194 13%	168 13%	26 14%	162 13%	17 13%	12 16%	** **	26 15%	20 10%	31 13%	13 20% h
SWITCHED TWO SERVICES AT THE SAME TIME	54 4%	46 4%	7 4%	46 4%	3 2%	4 6%	** **	10 6%	6 3%	10 4%	4 6%
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	38 3%	35 3%	4 2%	34 3%	1 1%	2 2%	** **	6 4%	14 7% i	7 3%	3 5%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 230**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : All respondents

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j
Unweighted total	2582	2260	322	2158	215	130	79	304	337	388	121
Effective Weighted Sample	2422	2121	301	2024	202	122	74	285	317	365	114
Total	1500	1316	184	1258	125	72	45	169	195	228	67
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	38 3%	33 2%	6 3%	33 3%	2 2%	3 4%	** **	8 4% h	2 1%	6 3%	4 6% h
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	9 1%	8 1%	1 1%	8 1%	1 1%	* 1%	** **	2 1%	1 1%	3 1%	- -%
SWITCHED LANDLINE AND TV AT THE SAME TIME	4 *%	4 *%	- -%	3 *%	- -%	1 1%	** **	- -%	3 1% g	* *%	- -%
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	32 2%	30 2%	2 1%	27 2%	1 1%	2 2%	** **	6 3%	11 6%	7 3%	2 3%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l	m	~n	o	p	~q	~r	~s
Unweighted total	486	15	11	82	197	50	285	170	292	130	144	145	147	105	65	185	167	47	69	22
Effective Weighted Sample	459	14	10	77	185	47	269	161	275	122	136	137	139	99	63	179	160	46	68	22
Total	286	8	7	48	114	27	165	101	170	73	86	86	83	62	42	127	87	21	30	10
Mobile phone	131	**	**	**	38	**	59	37	62	27	30	30	32	22	**	48	39	**	**	**
	46%	**	**	**	33%	**	36%	36%	37%	37%	35%	34%	39%	35%	**	38%	44%	**	**	**
Fixed broadband internet access	119	**	**	**	62	**	81	47	82	36	43	48	32	42	**	60	40	**	**	**
	41%	**	**	**	55%	**	49%	47%	48%	49%	50%	55%	39%	68%	**	47%	46%	**	**	**
Landline phone	118	**	**	**	66	**	93	52	91	43	46	48	43	39	**	60	40	**	**	**
	41%	**	**	**	58%	**	56%	52%	53%	59%	53%	55%	52%	63%	**	47%	46%	**	**	**
TV service with additional channels	84	**	**	**	49	**	62	52	64	14	45	39	25	31	**	45	27	**	**	**
	29%	**	**	**	43%	**	38%	52%	38%	19%	53%	46%	31%	49%	**	35%	31%	**	**	**
								fh			i									
SWITCHED ANY SERVICES IN LAST 12 MONTHS	286	**	**	**	114	**	165	101	170	73	86	86	83	62	**	127	87	**	**	**
	100%	**	**	**	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	**	**	**
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	184	**	**	**	95	**	127	77	128	56	66	69	58	52	**	92	61	**	**	**
	64%	**	**	**	83%	**	77%	76%	75%	76%	77%	81%	70%	83%	**	73%	70%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	486	158	197	131	223	263	101	164	109	112	265	221
Effective Weighted Sample	459	153	187	126	210	249	98	157	106	108	252	208
Total	286	105	120	62	134	152	73	91	51	72	164	123
Mobile phone	131	60	47	25	68	63	33	41	22	35	75	57
	46%	57%	39%	40%	51%	42%	46%	45%	43%	49%	46%	46%
		bc			e							
Fixed broadband internet access	119	38	53	28	50	68	28	43	24	24	71	47
	41%	36%	44%	45%	38%	45%	39%	47%	46%	33%	44%	39%
							i	i				
Landline phone	118	32	56	29	55	63	28	41	19	29	69	48
	41%	30%	47%	48%	41%	41%	39%	45%	38%	40%	42%	39%
			a	a								
TV service with additional channels	84	24	43	17	37	47	26	25	12	21	51	33
	29%	23%	36%	27%	27%	31%	36%	27%	24%	29%	31%	27%
			a									
SWITCHED ANY SERVICES IN LAST 12 MONTHS	286	105	120	62	134	152	73	91	51	72	164	123
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	184	55	85	44	83	101	47	58	35	44	105	79
	64%	52%	71%	71%	62%	66%	64%	64%	69%	61%	64%	64%
			a	a								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 231**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

		URBANITY		NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	486	422	64	408	38	31	9	74	64	84	36
Effective Weighted Sample	459	399	60	386	36	29	8	70	61	79	34
Total	286	249	37	242	21	18	6	43	40	47	21
Mobile phone	131	113	**	110	**	**	**	**	**	**	**
	46%	46%	**	46%	**	**	**	**	**	**	**
Fixed broadband internet access	119	101	**	105	**	**	**	**	**	**	**
	41%	41%	**	43%	**	**	**	**	**	**	**
Landline phone	118	102	**	101	**	**	**	**	**	**	**
	41%	41%	**	42%	**	**	**	**	**	**	**
TV service with additional channels	84	77	**	72	**	**	**	**	**	**	**
	29%	31%	**	30%	**	**	**	**	**	**	**
SWITCHED ANY SERVICES IN LAST 12 MONTHS	286	249	**	242	**	**	**	**	**	**	**
	100%	100%	**	100%	**	**	**	**	**	**	**
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	184	159	**	159	**	**	**	**	**	**	**
	64%	64%	**	66%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

	BUNDLE INDEX				BUNDLE		BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE					AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l	~m	~n	o	p	~q	~r	~s
Unweighted total	432	9	4	61	189	47	244	146	251	113	121	125	126	90	61	155	152	43	64	21
Effective Weighted Sample	408	8	4	58	178	45	230	138	236	106	115	118	119	85	59	150	146	42	63	21
Total	254	5	2	35	110	25	140	86	146	63	72	74	70	53	39	106	80	19	28	9
Mobile phone	131	**	**	**	38	**	59	37	62	27	30	30	32	**	**	48	39	**	**	**
	52%	**	**	**	34%	**	42%	43%	43%	43%	42%	40%	46%	**	**	45%	48%	**	**	**
Fixed broadband internet access	102	**	**	**	61	**	68	39	70	32	35	39	28	**	**	50	36	**	**	**
	40%	**	**	**	55%	**	49%	46%	48%	50%	49%	53%	40%	**	**	47%	45%	**	**	**
Landline phone	97	**	**	**	62	**	74	41	73	35	36	38	33	**	**	47	34	**	**	**
	38%	**	**	**	57%	**	53%	48%	50%	55%	50%	52%	48%	**	**	44%	42%	**	**	**
TV service with additional channels	68	**	**	**	48	**	50	44	51	10	37	32	21	**	**	35	23	**	**	**
	27%	**	**	**	44%	**	36%	51%	35%	16%	52%	43%	30%	**	**	33%	29%	**	**	**
								fh			i									
SWITCHED ANY SERVICES IN LAST 12 MONTHS	254	**	**	**	110	**	140	86	146	63	72	74	70	**	**	106	80	**	**	**
	100%	**	**	**	100%	**	100%	100%	100%	100%	100%	100%	100%	**	**	100%	100%	**	**	**
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	152	**	**	**	90	**	103	62	104	46	52	57	46	**	**	72	54	**	**	**
	60%	**	**	**	82%	**	73%	72%	71%	73%	73%	77%	65%	**	**	68%	67%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k
Unweighted total	432	136	175	121	202	230	90	140	100	102	230	202
Effective Weighted Sample	408	132	166	117	191	217	88	134	98	98	219	191
Total	254	90	106	57	122	132	65	78	46	65	143	112
Mobile phone	131	60	47	25	68	63	**	41	22	35	75	57
	52%	66%	44%	43%	56%	48%	**	53%	47%	54%	52%	51%
		bc										
Fixed broadband internet access	102	28	47	27	47	55	**	36	21	21	61	41
	40%	32%	44%	46%	38%	42%	**	46%	44%	32%	43%	37%
			a	a				i				
Landline phone	97	23	48	26	48	49	**	33	17	24	56	41
	38%	25%	45%	46%	39%	37%	**	42%	37%	36%	39%	37%
			a	a								
TV service with additional channels	68	19	36	14	30	38	**	19	10	17	41	27
	27%	21%	33%	24%	25%	29%	**	25%	22%	26%	29%	24%
			a									
SWITCHED ANY SERVICES IN LAST 12 MONTHS	254	90	106	57	122	132	**	78	46	65	143	112
	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	152	40	72	40	71	81	**	45	31	37	84	68
	60%	45%	67%	69%	58%	61%	**	58%	66%	57%	59%	61%
			a	a								

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 232**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**SERVICES SWITCHED IN LAST 12 MONTHS  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	432	378	54	361	34	29	8	64	56	71	34
Effective Weighted Sample	408	357	51	341	32	27	8	60	53	67	32
Total	254	223	31	213	19	17	5	37	35	40	20
Mobile phone	131	113	**	110	**	**	**	**	**	**	**
	52%	51%	**	52%	**	**	**	**	**	**	**
Fixed broadband internet access	102	89	**	89	**	**	**	**	**	**	**
	40%	40%	**	42%	**	**	**	**	**	**	**
Landline phone	97	85	**	83	**	**	**	**	**	**	**
	38%	38%	**	39%	**	**	**	**	**	**	**
TV service with additional channels	68	63	**	58	**	**	**	**	**	**	**
	27%	28%	**	27%	**	**	**	**	**	**	**
SWITCHED ANY SERVICES IN LAST 12 MONTHS	254	223	**	213	**	**	**	**	**	**	**
	100%	100%	**	100%	**	**	**	**	**	**	**
SWITCHED ANY SERVICES APART FROM MOBILE PHONE IN LAST 12 MONTHS	152	133	**	130	**	**	**	**	**	**	**
	60%	60%	**	61%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l	m	~n	o	p	~q	~r	~s
Unweighted total	486	15	11	82	197	50	285	170	292	130	144	145	147	105	65	185	167	47	69	22
Effective Weighted Sample	459	14	10	77	185	47	269	161	275	122	136	137	139	99	63	179	160	46	68	22
Total	286	8	7	48	114	27	165	101	170	73	86	86	83	62	42	127	87	21	30	10
Fixed broadband internet access	87 30%	** **	** **	** **	50 43%	** **	67 41%	39 39%	67 39%	29 39%	37 43%	39 46% l	25 30%	37 59% kl	** **	46 36%	28 32%	** **	** **	** **
Landline phone	81 28%	** **	** **	** **	48 42%	** **	65 39%	36 36%	63 37%	29 40%	33 38%	36 42%	26 31%	33 52% l	** **	42 33%	26 30%	** **	** **	** **
TV service with additional channels	47 16%	** **	** **	** **	31 27%	** **	39 23%	36 36% fn	38 22%	4 6%	32 38% i	26 31% l	13 16%	24 39% l	** **	26 21%	15 17%	** **	** **	** **
Mobile phone	9 3%	** **	** **	** **	5 4%	** **	6 3%	2 2%	6 3%	4 5%	2 2%	3 3%	3 3%	2 4%	** **	4 3%	4 5%	** **	** **	** **
NONE	194 68%	** **	** **	** **	61 53%	** **	94 57%	57 57%	101 59%	44 60%	47 55%	44 52%	55 67% km	25 39%	** **	80 63%	58 66%	** **	** **	** **
SWITCHED ANY, BUT NOT AT THE SAME TIME	194 68%	** **	** **	** **	61 53%	** **	94 57%	57 57%	101 59%	44 60%	47 55%	44 52%	55 67% km	25 39%	** **	80 63%	58 66%	** **	** **	** **
SWITCHED TWO SERVICES AT THE SAME TIME	54 19%	** **	** **	** **	28 24%	** **	38 23%	17 17%	36 21%	22 30% j	13 16%	20 23%	16 20%	18 29%	** **	24 19%	16 19%	** **	** **	** **
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	38 13%	** **	** **	** **	25 22%	** **	33 20%	26 26%	34 20%	8 10%	25 30% i	21 25% l	11 13%	20 32% l	** **	23 18%	13 15%	** **	** **	** **

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l	m	~n	o	p	~q	~r	~s
Unweighted total	486	15	11	82	197	50	285	170	292	130	144	145	147	105	65	185	167	47	69	22
Effective Weighted Sample	459	14	10	77	185	47	269	161	275	122	136	137	139	99	63	179	160	46	68	22
Total	286	8	7	48	114	27	165	101	170	73	86	86	83	62	42	127	87	21	30	10
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	38 13%	** **	** **	** **	19 17%	** **	28 17% g	7 7%	27 16% g	21 29% j	6 7%	13 16%	12 15%	13 20%	** **	18 14%	12 14%	** **	** **	** **
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	9 3%	** **	** **	** **	5 5%	** **	6 4%	6 6%	6 4%	- -%	5 6% i	5 5%	2 2%	4 7%	** **	4 3%	3 3%	** **	** **	** **
SWITCHED LANDLINE AND TV AT THE SAME TIME	4 1%	** **	** **	** **	3 3%	** **	3 2%	3 3%	1 1%	- -%	1 2%	1 1%	2 2%	1 1%	** **	1 1%	1 1%	** **	** **	** **
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	32 11%	** **	** **	** **	21 18%	** **	28 17%	25 25% fh	29 17%	4 6%	24 28% i	19 22% l	9 11%	18 29% l	** **	20 16%	10 11%	** **	** **	** **

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

	Total	AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	486	158	197	131	223	263	101	164	109	112	265	221
Effective Weighted Sample	459	153	187	126	210	249	98	157	106	108	252	208
Total	286	105	120	62	134	152	73	91	51	72	164	123
Fixed broadband internet access	87	26	41	20	38	49	22	31	15	19	53	34
	30%	25%	34%	32%	28%	33%	30%	34%	29%	27%	32%	28%
Landline phone	81	23	38	20	38	43	21	28	13	19	49	32
	28%	22%	32%	32%	28%	28%	28%	31%	27%	26%	30%	26%
			a									
TV service with additional channels	47	13	25	8	20	26	15	17	5	10	31	15
	16%	13%	21%	13%	15%	17%	20%	18%	10%	14%	19%	13%
			a				h					
Mobile phone	9	2	4	3	6	4	1	3	2	2	5	5
	3%	2%	3%	5%	4%	3%	2%	4%	5%	3%	3%	4%
NONE	194	78	76	40	92	102	50	59	35	51	109	86
	68%	75%	64%	65%	69%	67%	68%	65%	69%	71%	66%	70%
		b										
SWITCHED ANY, BUT NOT AT THE SAME TIME	194	78	76	40	92	102	50	59	35	51	109	86
	68%	75%	64%	65%	69%	67%	68%	65%	69%	71%	66%	70%
		b										
SWITCHED TWO SERVICES AT THE SAME TIME	54	15	24	15	26	28	11	18	12	13	29	24
	19%	14%	20%	24%	19%	18%	15%	20%	23%	17%	18%	20%
			a									
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	38	11	20	7	16	22	12	13	4	8	26	13
	13%	11%	17%	11%	12%	15%	17%	15%	8%	12%	16%	10%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	486	158	197	131	223	263	101	164	109	112	265	221
Effective Weighted Sample	459	153	187	126	210	249	98	157	106	108	252	208
Total	286	105	120	62	134	152	73	91	51	72	164	123
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	38	12	16	11	18	21	7	13	9	8	21	18
	13%	11%	13%	18%	13%	14%	10%	15%	18%	12%	13%	14%
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	9	3	5	1	3	6	3	4	1	1	7	2
	3%	3%	4%	2%	2%	4%	3%	4%	3%	2%	4%	2%
SWITCHED LANDLINE AND TV AT THE SAME TIME	4	-	3	1	4	-	1	1	*	2	1	2
	1%	-%	2%	1%	3%	-%	1%	1%	1%	2%	1%	2%
					e							
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	32	10	17	5	13	19	11	10	2	7	22	10
	11%	9%	14%	8%	9%	13%	16%	11%	5%	10%	13%	8%
							h					

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	486	422	64	408	38	31	9	74	64	84	36
Effective Weighted Sample	459	399	60	386	36	29	8	70	61	79	34
Total	286	249	37	242	21	18	6	43	40	47	21
Fixed broadband internet access	87	77	**	76	**	**	**	**	**	**	**
	30%	31%	**	31%	**	**	**	**	**	**	**
Landline phone	81	71	**	70	**	**	**	**	**	**	**
	28%	29%	**	29%	**	**	**	**	**	**	**
TV service with additional channels	47	44	**	41	**	**	**	**	**	**	**
	16%	17%	**	17%	**	**	**	**	**	**	**
Mobile phone	9	7	**	9	**	**	**	**	**	**	**
	3%	3%	**	4%	**	**	**	**	**	**	**
NONE	194	168	**	162	**	**	**	**	**	**	**
	68%	67%	**	67%	**	**	**	**	**	**	**
SWITCHED ANY, BUT NOT AT THE SAME TIME	194	168	**	162	**	**	**	**	**	**	**
	68%	67%	**	67%	**	**	**	**	**	**	**
SWITCHED TWO SERVICES AT THE SAME TIME	54	46	**	46	**	**	**	**	**	**	**
	19%	19%	**	19%	**	**	**	**	**	**	**
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	38	35	**	34	**	**	**	**	**	**	**
	13%	14%	**	14%	**	**	**	**	**	**	**
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	38	33	**	33	**	**	**	**	**	**	**
	13%	13%	**	14%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 233**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	486	422	64	408	38	31	9	74	64	84	36
Effective Weighted Sample	459	399	60	386	36	29	8	70	61	79	34
Total	286	249	37	242	21	18	6	43	40	47	21
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	9 3%	8 3%	** **	8 3%	** **	** **	** **	** **	** **	** **	** **
SWITCHED LANDLINE AND TV AT THE SAME TIME	4 1%	4 1%	** **	3 1%	** **	** **	** **	** **	** **	** **	** **
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	32 11%	30 12%	** **	27 11%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l	~m	~n	o	p	~q	~r	~s
Unweighted total	432	9	4	61	189	47	244	146	251	113	121	125	126	90	61	155	152	43	64	21
Effective Weighted Sample	408	8	4	58	178	45	230	138	236	106	115	118	119	85	59	150	146	42	63	21
Total	254	5	2	35	110	25	140	86	146	63	72	74	70	53	39	106	80	19	28	9
Fixed broadband internet access	74	**	**	**	48	**	56	33	56	25	30	31	22	**	**	39	24	**	**	**
	29%	**	**	**	44%	**	40%	38%	39%	39%	42%	43%	31%	**	**	36%	30%	**	**	**
Landline phone	69	**	**	**	46	**	54	30	52	25	27	28	23	**	**	35	23	**	**	**
	27%	**	**	**	42%	**	39%	35%	36%	39%	37%	38%	32%	**	**	33%	28%	**	**	**
TV service with additional channels	39	**	**	**	30	**	32	31	31	3	27	22	12	**	**	22	12	**	**	**
	15%	**	**	**	28%	**	23%	36% fh	22%	5%	37% i	29% l	17%	**	**	21%	15%	**	**	**
Mobile phone	9	**	**	**	5	**	6	2	6	4	2	3	3	**	**	4	4	**	**	**
	4%	**	**	**	4%	**	4%	3%	4%	6%	3%	4%	4%	**	**	3%	5%	**	**	**
NONE	175	**	**	**	58	**	80	49	87	38	40	40	46	**	**	66	55	**	**	**
	69%	**	**	**	53%	**	57%	57%	60%	61%	55%	54%	66%	**	**	62%	68%	**	**	**
SWITCHED ANY, BUT NOT AT THE SAME TIME	175	**	**	**	58	**	80	49	87	38	40	40	46	**	**	66	55	**	**	**
	69%	**	**	**	53%	**	57%	57%	60%	61%	55%	54%	66%	**	**	62%	68%	**	**	**
SWITCHED TWO SERVICES AT THE SAME TIME	47	**	**	**	27	**	33	16	31	18	12	17	14	**	**	21	15	**	**	**
	19%	**	**	**	24%	**	24%	18%	21%	29% j	17%	24%	20%	**	**	20%	19%	**	**	**
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	32	**	**	**	25	**	27	21	28	7	20	16	10	**	**	19	11	**	**	**
	13%	**	**	**	23%	**	19%	24%	19%	11%	28% i	22%	14%	**	**	18%	13%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

	BUNDLE INDEX				BUNDLE			BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	i	j	k	l	~m	~n	o	p	~q	~r	~s
Unweighted total	432	9	4	61	189	47	244	146	251	113	121	125	126	90	61	155	152	43	64	21
Effective Weighted Sample	408	8	4	58	178	45	230	138	236	106	115	118	119	85	59	150	146	42	63	21
Total	254	5	2	35	110	25	140	86	146	63	72	74	70	53	39	106	80	19	28	9
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	33 13%	** **	** **	** **	18 16%	** **	24 17% g	6 7%	23 16% g	18 28% j	5 7%	11 15%	10 15%	** **	** **	15 14%	11 13%	** **	** **	** **
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	8 3%	** **	** **	** **	5 5%	** **	5 4%	6 7%	5 4%	- -%	5 7% i	5 6%	1 2%	** **	** **	4 3%	2 3%	** **	** **	** **
SWITCHED LANDLINE AND TV AT THE SAME TIME	3 1%	** **	** **	** **	3 3%	** **	3 2%	3 4%	1 1%	- -%	1 2%	1 2%	2 3%	** **	** **	1 1%	1 1%	** **	** **	** **
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	25 10%	** **	** **	** **	21 19%	** **	22 16%	20 23%	23 16%	3 5%	19 26% i	14 19%	8 11%	** **	** **	16 15%	7 9%	** **	** **	** **

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

	Total	AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k
Unweighted total	432	136	175	121	202	230	90	140	100	102	230	202
Effective Weighted Sample	408	132	166	117	191	217	88	134	98	98	219	191
Total	254	90	106	57	122	132	65	78	46	65	143	112
Fixed broadband internet access	74	20	36	19	34	40	**	26	13	16	45	29
	29%	22%	34%	33%	28%	31%	**	33%	28%	25%	32%	26%
Landline phone	69	17	34	18	34	35	**	24	12	15	42	27
	27%	19%	32%	31%	28%	26%	**	31%	25%	23%	30%	24%
TV service with additional channels	39	11	21	7	18	20	**	13	4	8	27	12
	15%	12%	20%	12%	15%	15%	**	17%	9%	12%	19%	11%
Mobile phone	9	2	4	3	6	4	**	3	2	2	5	5
	4%	2%	4%	6%	5%	3%	**	4%	5%	3%	3%	4%
NONE	175	70	68	37	84	91	**	51	32	48	95	80
	69%	77%	64%	65%	69%	69%	**	66%	70%	73%	67%	72%
SWITCHED ANY, BUT NOT AT THE SAME TIME	175	70	68	37	84	91	**	51	32	48	95	80
	69%	77%	64%	65%	69%	69%	**	66%	70%	73%	67%	72%
SWITCHED TWO SERVICES AT THE SAME TIME	47	12	22	14	23	24	**	16	11	11	25	22
	19%	13%	20%	24%	19%	18%	**	20%	23%	17%	18%	20%
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	32	9	17	6	15	17	**	11	3	6	22	10
	13%	10%	16%	11%	12%	13%	**	14%	7%	10%	16%	9%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k
Unweighted total	432	136	175	121	202	230	90	140	100	102	230	202
Effective Weighted Sample	408	132	166	117	191	217	88	134	98	98	219	191
Total	254	90	106	57	122	132	65	78	46	65	143	112
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	33	8	14	11	16	18	**	12	8	8	17	16
	13%	9%	14%	18% a	13%	14%	**	15%	18%	12%	12%	14%
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	8	3	4	1	2	6	**	3	1	1	5	2
	3%	3%	4%	3%	2%	4%	**	4%	3%	2%	4%	2%
SWITCHED LANDLINE AND TV AT THE SAME TIME	3	-	3	*	3	-	**	1	*	1	1	2
	1%	-%	3%	1%	3%	-%	**	1%	1%	2%	1%	2%
					e							
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	25	7	14	4	12	14	**	8	1	5	19	7
	10%	8%	13%	7%	9%	10%	**	10% h	3%	8%	13% k	6%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	432	378	54	361	34	29	8	64	56	71	34
Effective Weighted Sample	408	357	51	341	32	27	8	60	53	67	32
Total	254	223	31	213	19	17	5	37	35	40	20
Fixed broadband internet access	74	66	**	65	**	**	**	**	**	**	**
	29%	30%	**	30%	**	**	**	**	**	**	**
Landline phone	69	61	**	60	**	**	**	**	**	**	**
	27%	27%	**	28%	**	**	**	**	**	**	**
TV service with additional channels	39	37	**	34	**	**	**	**	**	**	**
	15%	16%	**	16%	**	**	**	**	**	**	**
Mobile phone	9	7	**	9	**	**	**	**	**	**	**
	4%	3%	**	4%	**	**	**	**	**	**	**
NONE	175	152	**	144	**	**	**	**	**	**	**
	69%	68%	**	68%	**	**	**	**	**	**	**
SWITCHED ANY, BUT NOT AT THE SAME TIME	175	152	**	144	**	**	**	**	**	**	**
	69%	68%	**	68%	**	**	**	**	**	**	**
SWITCHED TWO SERVICES AT THE SAME TIME	47	42	**	40	**	**	**	**	**	**	**
	19%	19%	**	19%	**	**	**	**	**	**	**
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	32	29	**	29	**	**	**	**	**	**	**
	13%	13%	**	13%	**	**	**	**	**	**	**
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	33	29	**	28	**	**	**	**	**	**	**
	13%	13%	**	13%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 234**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS

		URBANITY		NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	432	378	54	361	34	29	8	64	56	71	34
Effective Weighted Sample	408	357	51	341	32	27	8	60	53	67	32
Total	254	223	31	213	19	17	5	37	35	40	20
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	8 3%	7 3%	** **	7 3%	** **	** **	** **	** **	** **	** **	** **
SWITCHED LANDLINE AND TV AT THE SAME TIME	3 1%	3 1%	** **	2 1%	** **	** **	** **	** **	** **	** **	** **
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	25 10%	24 11%	** **	22 10%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC-TIVE	PASSIVEINTER-ESTED	ENG-AGED	MOBILE LAND-LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	~i	~j	~k	~l	~m	~n	o	p	~q	~r	~s
Unweighted total	259	1	-	30	154	28	175	104	175	80	86	93	83	68	11	103	103	25	42	17
Effective Weighted Sample	244	1	-	28	145	26	165	98	165	75	81	87	78	64	11	100	99	24	41	17
Total	148	*	-	16	89	15	100	61	101	44	51	54	46	40	7	71	52	11	19	8
Fixed broadband internet access	73	**	**	**	48	**	54	32	54	**	**	**	**	**	**	38	23	**	**	**
	49%	**	**	**	53%	**	54%	52%	54%	**	**	**	**	**	**	54%	45%	**	**	**
Landline phone	68	**	**	**	46	**	54	30	52	**	**	**	**	**	**	35	22	**	**	**
	46%	**	**	**	52%	**	54%	49%	52%	**	**	**	**	**	**	50%	42%	**	**	**
TV service with additional channels	38	**	**	**	30	**	31	29	30	**	**	**	**	**	**	21	12	**	**	**
	25%	**	**	**	34%	**	31%	48% fh	30%	**	**	**	**	**	**	30%	22%	**	**	**
Mobile phone	9	**	**	**	4	**	5	2	5	**	**	**	**	**	**	3	4	**	**	**
	6%	**	**	**	5%	**	5%	3%	5%	**	**	**	**	**	**	5%	8%	**	**	**
NONE	71	**	**	**	38	**	42	25	44	**	**	**	**	**	**	31	28	**	**	**
	48%	**	**	**	42%	**	42%	42%	43%	**	**	**	**	**	**	44%	53%	**	**	**
SWITCHED ANY, BUT NOT AT THE SAME TIME	71	**	**	**	38	**	42	25	44	**	**	**	**	**	**	31	28	**	**	**
	48%	**	**	**	42%	**	42%	42%	43%	**	**	**	**	**	**	44%	53%	**	**	**
SWITCHED TWO SERVICES AT THE SAME TIME	46	**	**	**	27	**	32	15	30	**	**	**	**	**	**	21	14	**	**	**
	31%	**	**	**	30%	**	32%	25%	29%	**	**	**	**	**	**	29%	26%	**	**	**
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	32	**	**	**	24	**	26	21	27	**	**	**	**	**	**	19	11	**	**	**
	21%	**	**	**	27%	**	26%	34%	27%	**	**	**	**	**	**	27%	20%	**	**	**
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	33	**	**	**	18	**	23	6	22	**	**	**	**	**	**	15	10	**	**	**
	22%	**	**	**	20%	**	23% g	9% g	22%	**	**	**	**	**	**	21%	20%	**	**	**
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS

	Total	BUNDLE INDEX			BUNDLE			BUNDLE TYPE			CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
		INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	~c	d	~e	f	g	h	~i	~j	~k	~l	~m	~n	o	p	~q	~r	~s
Unweighted total	259	1	-	30	154	28	175	104	175	80	86	93	83	68	11	103	103	25	42	17
Effective Weighted Sample	244	1	-	28	145	26	165	98	165	75	81	87	78	64	11	100	99	24	41	17
Total	148	*	-	16	89	15	100	61	101	44	51	54	46	40	7	71	52	11	19	8
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	7 5%	** **	** **	** **	5 6%	** **	5 5%	5 9%	5 5%	** **	** **	** **	** **	** **	** **	4 5%	2 3%	** **	** **	** **
SWITCHED LANDLINE AND TV AT THE SAME TIME	3 2%	** **	** **	** **	3 4%	** **	3 3%	3 5%	1 1%	** **	** **	** **	** **	** **	** **	1 2%	1 2%	** **	** **	** **
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	25 17%	** **	** **	** **	21 23%	** **	22 22%	20 32%	23 23%	** **	** **	** **	** **	** **	** **	16 23%	7 14%	** **	** **	** **

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS

	Total	AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	j	k
Unweighted total	259	58	117	84	119	140	52	82	66	59	134	125
Effective Weighted Sample	244	56	111	82	112	132	51	78	65	57	127	118
Total	148	39	70	39	69	79	37	44	30	37	81	67
Fixed broadband internet access	73	**	35	**	34	39	**	**	**	**	44	29
	49%	**	50%	**	48%	50%	**	**	**	**	54%	43%
Landline phone	68	**	34	**	34	35	**	**	**	**	42	27
	46%	**	48%	**	49%	44%	**	**	**	**	51%	40%
TV service with additional channels	38	**	21	**	18	19	**	**	**	**	26	11
	25%	**	29%	**	27%	24%	**	**	**	**	32%	17%
											k	
Mobile phone	9	**	4	**	6	3	**	**	**	**	5	4
	6%	**	6%	**	8%	4%	**	**	**	**	6%	6%
NONE	71	**	32	**	32	39	**	**	**	**	35	36
	48%	**	46%	**	46%	50%	**	**	**	**	43%	54%
SWITCHED ANY, BUT NOT AT THE SAME TIME	71	**	32	**	32	39	**	**	**	**	35	36
	48%	**	46%	**	46%	50%	**	**	**	**	43%	54%
SWITCHED TWO SERVICES AT THE SAME TIME	46	**	20	**	23	23	**	**	**	**	24	22
	31%	**	29%	**	33%	30%	**	**	**	**	29%	33%
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	32	**	17	**	15	16	**	**	**	**	22	9
	21%	**	24%	**	22%	21%	**	**	**	**	28%	14%
											k	
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	33	**	14	**	15	18	**	**	**	**	17	16
	22%	**	20%	**	22%	23%	**	**	**	**	21%	24%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	~c	d	e	~f	~g	~h	~i	j	k
Unweighted total	259	58	117	84	119	140	52	82	66	59	134	125
Effective Weighted Sample	244	56	111	82	112	132	51	78	65	57	127	118
Total	148	39	70	39	69	79	37	44	30	37	81	67
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	7 5%	** **	3 4%	** **	2 3%	5 6%	** **	** **	** **	** **	5 6%	2 4%
SWITCHED LANDLINE AND TV AT THE SAME TIME	3 2%	** **	3 4%	** **	3 5% e	- -%	** **	** **	** **	** **	1 2%	2 3%
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	25 17%	** **	14 20%	** **	12 17%	14 17%	** **	** **	** **	** **	19 23% k	7 10%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG-LAND	SCOT-LAND	WALES	N IRE-LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	259	228	31	222	16	18	3	39	42	54	20
Effective Weighted Sample	244	215	29	209	15	17	3	37	39	51	19
Total	148	132	16	127	9	10	2	23	26	29	11
Fixed broadband internet access	73	65	**	63	**	**	**	**	**	**	**
	49%	50%	**	50%	**	**	**	**	**	**	**
Landline phone	68	60	**	59	**	**	**	**	**	**	**
	46%	46%	**	47%	**	**	**	**	**	**	**
TV service with additional channels	38	36	**	32	**	**	**	**	**	**	**
	25%	27%	**	26%	**	**	**	**	**	**	**
Mobile phone	9	7	**	9	**	**	**	**	**	**	**
	6%	5%	**	7%	**	**	**	**	**	**	**
NONE	71	62	**	59	**	**	**	**	**	**	**
	48%	47%	**	47%	**	**	**	**	**	**	**
SWITCHED ANY, BUT NOT AT THE SAME TIME	71	62	**	59	**	**	**	**	**	**	**
	48%	47%	**	47%	**	**	**	**	**	**	**
SWITCHED TWO SERVICES AT THE SAME TIME	46	41	**	39	**	**	**	**	**	**	**
	31%	31%	**	31%	**	**	**	**	**	**	**
SWITCHED THREE OR MORE SERVICES AT THE SAME TIME	32	28	**	28	**	**	**	**	**	**	**
	21%	22%	**	22%	**	**	**	**	**	**	**
SWITCHED LANDLINE AND FIXED BROADBAND AT THE SAME TIME	33	28	**	28	**	**	**	**	**	**	**
	22%	22%	**	22%	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB23. You mentioned earlier that you have switched provider for the following services in the last 12 months. Did you switch any of these services at the same time?  
by BUNDLE CROSS-BREAKS**

Base : Those who have switched any services in the last 12 months - EXCLUDING MOVERS AND MOBILE ONLY SWITCHERS

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	~h	~i	~j
Unweighted total	259	228	31	222	16	18	3	39	42	54	20
Effective Weighted Sample	244	215	29	209	15	17	3	37	39	51	19
Total	148	132	16	127	9	10	2	23	26	29	11
SWITCHED TV AND FIXED BROADBAND AT THE SAME TIME	7 5%	7 6%	** **	6 5%	** **	** **	** **	** **	** **	** **	** **
SWITCHED LANDLINE AND TV AT THE SAME TIME	3 2%	3 2%	** **	2 2%	** **	** **	** **	** **	** **	** **	** **
SWITCHED LANDLINE AND FIXED BROADBAND AND TV AT THE SAME TIME	25 17%	24 18%	** **	22 17%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB25. How much choice do you think you have in terms of alternative providers offering a package of landline and broadband services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by BUNDLE CROSS-BREAKS

Base : All with a landline and broadband package

	BUNDLE INDEX					BUNDLE			BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
														~a						
Significance Level: 95%		~a	~b	c	d	~e	f	~g	h	i	~j	k	l	~m	~n	o	p	~q	r	~s
Unweighted total	476	72	58	174	172	43	476	-	476	476	-	161	286	89	13	167	176	76	120	44
Effective Weighted Sample	447	68	54	163	162	41	447	-	447	447	-	151	269	84	12	161	168	74	118	43
Total	263	39	32	96	96	23	263	-	263	263	-	90	157	50	7	111	92	34	53	20
Too much choice	48	**	**	14	19	**	48	**	48	48	**	14	29	**	**	18	16	**	13	**
	18%	**	**	14%	19%	**	18%	**	18%	18%	**	15%	19%	**	**	16%	17%	**	25%	**
About the right amount of choice	155	**	**	60	56	**	155	**	155	155	**	54	93	**	**	69	51	**	30	**
	59%	**	**	63%	58%	**	59%	**	59%	59%	**	60%	59%	**	**	62%	56%	**	55%	**
Too little choice	26	**	**	9	11	**	26	**	26	26	**	13	12	**	**	12	12	**	2	**
	10%	**	**	9%	12%	**	10%	**	10%	10%	**	15%	8%	**	**	11%	13%	**	4%	**
												l				r	r			
No choice	4	**	**	2	1	**	4	**	4	4	**	1	3	**	**	2	1	**	1	**
	2%	**	**	2%	1%	**	2%	**	2%	2%	**	1%	2%	**	**	2%	2%	**	2%	**
Don't know	29	**	**	11	9	**	29	**	29	29	**	8	20	**	**	10	12	**	7	**
	11%	**	**	11%	9%	**	11%	**	11%	11%	**	9%	13%	**	**	9%	13%	**	14%	**
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																				



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB25. How much choice do you think you have in terms of alternative providers offering a package of landline and broadband services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**

**by BUNDLE CROSS-BREAKS**

Base : All with a landline and broadband package

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	g	~h	~i	j	k
Unweighted total	476	80	182	214	221	255	126	161	97	92	287	189
Effective Weighted Sample	447	77	172	206	207	240	121	153	95	88	271	179
Total	263	51	110	102	125	138	84	84	43	52	168	95
Too much choice	48	**	18	22	17	31	16	14	**	**	30	19
	18%	**	16%	22%	14%	23%	19%	17%	**	**	18%	20%
						d						
About the right amount of choice	155	**	62	56	78	77	51	51	**	**	102	53
	59%	**	56%	55%	63%	56%	61%	61%	**	**	61%	56%
Too little choice	26	**	17	6	13	12	9	8	**	**	17	9
	10%	**	15%	6%	11%	9%	10%	9%	**	**	10%	10%
			c									
No choice	4	**	2	2	4	1	-	2	**	**	2	2
	2%	**	2%	2%	3%	1%	-%	3%	**	**	1%	2%
					e							
Don't know	29	**	11	16	13	17	9	9	**	**	18	12
	11%	**	10%	16%	10%	12%	10%	11%	**	**	10%	12%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 236**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB25. How much choice do you think you have in terms of alternative providers offering a package of landline and broadband services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**

**by BUNDLE CROSS-BREAKS**

Base : All with a landline and broadband package

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	g	~h	~i	~j
Unweighted total	476	388	88	396	27	31	22	209	42	47	83
Effective Weighted Sample	447	364	83	372	25	29	21	196	39	44	78
Total	263	214	49	219	15	16	13	115	23	27	45
Too much choice	48	38	**	39	**	**	**	24	**	**	**
	18%	18%	**	18%	**	**	**	21%	**	**	**
About the right amount of choice	155	128	**	129	**	**	**	63	**	**	**
	59%	60%	**	59%	**	**	**	55%	**	**	**
Too little choice	26	18	**	21	**	**	**	13	**	**	**
	10%	8%	**	10%	**	**	**	11%	**	**	**
No choice	4	4	**	4	**	**	**	1	**	**	**
	2%	2%	**	2%	**	**	**	1%	**	**	**
Don't know	29	26	**	25	**	**	**	15	**	**	**
	11%	12%	**	11%	**	**	**	13%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB26. To what extent do you trust your landline and broadband provider to ensure you are on the best deal for your needs?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline and broadband package

	BUNDLE INDEX					BUNDLE			BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVE	INTER- ESTED	ENG- AGED	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	c	d	~e	f	~g	h	i	~j	k	l	~m	~n	o	p	~q	r	~s
Unweighted total	476	72	58	174	172	43	476	-	476	476	-	161	286	89	13	167	176	76	120	44
Effective Weighted Sample	447	68	54	163	162	41	447	-	447	447	-	151	269	84	12	161	168	74	118	43
Total	263	39	32	96	96	23	263	-	263	263	-	90	157	50	7	111	92	34	53	20
I trust them completely	36	**	**	17	11	**	36	**	36	36	**	9	25	**	**	12	14	**	10	**
	14%	**	**	18%	12%	**	14%	**	14%	14%	**	11%	16%	**	**	11%	15%	**	19%	**
																			o	
I trust them a lot	79	**	**	29	23	**	79	**	79	79	**	26	51	**	**	29	25	**	23	**
	30%	**	**	31%	24%	**	30%	**	30%	30%	**	29%	33%	**	**	26%	27%	**	44%	**
																			op	
I trust them a bit	88	**	**	27	37	**	88	**	88	88	**	34	50	**	**	40	32	**	13	**
	33%	**	**	28%	39%	**	33%	**	33%	33%	**	38%	32%	**	**	36%	35%	**	25%	**
					c											r				
I don't trust them at all	51	**	**	19	22	**	51	**	51	51	**	18	24	**	**	25	18	**	6	**
	19%	**	**	20%	23%	**	19%	**	19%	19%	**	20%	15%	**	**	22%	20%	**	11%	**
																r	r			
Don't know	9	**	**	3	2	**	9	**	9	9	**	2	6	**	**	5	3	**	1	**
	3%	**	**	3%	3%	**	3%	**	3%	3%	**	2%	4%	**	**	5%	3%	**	2%	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB26. To what extent do you trust your landline and broadband provider to ensure you are on the best deal for your needs?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline and broadband package

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	g	~h	~i	j	k
Unweighted total	476	80	182	214	221	255	126	161	97	92	287	189
Effective Weighted Sample	447	77	172	206	207	240	121	153	95	88	271	179
Total	263	51	110	102	125	138	84	84	43	52	168	95
I trust them completely	36	**	15	16	18	18	15	8	**	**	22	14
	14%	**	13%	16%	15%	13%	17%	9%	**	**	13%	15%
							g					
I trust them a lot	79	**	28	36	38	41	22	26	**	**	48	31
	30%	**	26%	35%	30%	30%	26%	31%	**	**	29%	32%
				b								
I trust them a bit	88	**	38	30	42	46	26	34	**	**	60	28
	33%	**	35%	29%	33%	34%	31%	41%	**	**	36%	29%
I don't trust them at all	51	**	24	17	22	29	18	14	**	**	32	19
	19%	**	22%	16%	18%	21%	22%	17%	**	**	19%	20%
Don't know	9	**	5	4	5	4	4	2	**	**	5	4
	3%	**	5%	4%	4%	3%	4%	2%	**	**	3%	4%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 237**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB26. To what extent do you trust your landline and broadband provider to ensure you are on the best deal for your needs?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline and broadband package

		URBANITY		NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	g	~h	~i	~j
Unweighted total	476	388	88	396	27	31	22	209	42	47	83
Effective Weighted Sample	447	364	83	372	25	29	21	196	39	44	78
Total	263	214	49	219	15	16	13	115	23	27	45
I trust them completely	36	29	**	28	**	**	**	16	**	**	**
	14%	14%	**	13%	**	**	**	14%	**	**	**
I trust them a lot	79	70	**	66	**	**	**	30	**	**	**
	30%	33%	**	30%	**	**	**	26%	**	**	**
I trust them a bit	88	67	**	75	**	**	**	42	**	**	**
	33%	31%	**	34%	**	**	**	37%	**	**	**
I don't trust them at all	51	41	**	42	**	**	**	22	**	**	**
	19%	19%	**	19%	**	**	**	19%	**	**	**
Don't know	9	7	**	8	**	**	**	5	**	**	**
	3%	3%	**	3%	**	**	**	4%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB27. How much choice do you think you have in terms of alternative providers offering a package of landline, broadband and TV services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
by BUNDLE CROSS-BREAKS

Base : All with a landline, broadband and TV package

	BUNDLE INDEX					BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE					
	Total	INACTIVE	PASSIVE	INTERESTED	ENGAGED	MOBILE	LAND-LINE	TV	FIXED	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	c	d	~e	f	g	h	~i	j	k	l	m	~n	o	p	~q	~r	~s
Unweighted total	661	45	87	260	269	86	661	661	661	-	661	237	403	106	23	272	267	68	99	31
Effective Weighted Sample	624	42	82	246	254	81	624	624	624	-	624	225	380	101	22	265	255	67	97	30
Total	390	25	51	153	161	46	390	390	390	-	390	144	233	66	14	190	142	30	45	14
Too much choice	72	**	**	32	26	**	72	72	72	**	72	23	44	8	**	31	29	**	**	**
	18%	**	**	21%	16%	**	18%	18%	18%	**	18%	16%	19%	13%	**	16%	20%	**	**	**
About the right amount of choice	222	**	**	83	96	**	222	222	222	**	222	86	133	36	**	117	71	**	**	**
	57%	**	**	54%	59%	**	57%	57%	57%	**	57%	59%	57%	55%	**	62%	50%	**	**	**
																p				
Too little choice	59	**	**	21	30	**	59	59	59	**	59	24	30	13	**	27	27	**	**	**
	15%	**	**	14%	18%	**	15%	15%	15%	**	15%	17%	13%	20%	**	14%	19%	**	**	**
No choice	5	**	**	1	1	**	5	5	5	**	5	2	3	1	**	3	2	**	**	**
	1%	**	**	1%	1%	**	1%	1%	1%	**	1%	1%	1%	2%	**	1%	1%	**	**	**
Don't know	33	**	**	15	9	**	33	33	33	**	33	10	22	6	**	11	14	**	**	**
	8%	**	**	10%	6%	**	8%	8%	8%	**	8%	7%	9%	10%	**	6%	10%	**	**	**
Columns Tested:	a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																			

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB27. How much choice do you think you have in terms of alternative providers offering a package of landline, broadband and TV services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
**by BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	661	128	322	211	328	333	173	223	145	120	396	265
Effective Weighted Sample	624	124	306	202	310	315	169	214	142	115	377	251
Total	390	85	201	103	203	187	126	121	68	75	248	142
Too much choice	72	14	33	24	32	40	15	24	10	23	39	33
	18%	16%	17%	24% b	16%	21%	12%	20% f	15%	31% fgh	16%	23% j
About the right amount of choice	222	57	116	49	119	103	74	73	36	40	147	76
	57%	67% c	58% c	48%	59%	55%	58%	60%	53%	53%	59%	53%
Too little choice	59	11	35	13	34	25	23	15	13	7	38	20
	15%	13%	17%	13%	17%	13%	19% i	12%	19% i	10%	15%	14%
No choice	5	1	3	1	2	3	2	1	1	*	3	2
	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Don't know	33	3	14	16	16	17	12	9	7	4	21	11
	8%	4%	7%	15% ab	8%	9%	10%	8%	10%	6%	9%	8%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB27. How much choice do you think you have in terms of alternative providers offering a package of landline, broadband and TV services that you trust to provide a good quality service? Please think about all aspects of the service being provided e.g. reliability, billing, customer service.**  
**by BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN a	RURAL ~b	ENG- LAND c	SCOT- LAND ~d	WALES ~e	N IRE- LAND ~f	BT ~g	VIRGIN MEDIA h	SKY i	TALK TALK ~j
Significance Level: 95%											
Unweighted total	661	601	60	567	53	23	18	70	254	291	30
Effective Weighted Sample	624	568	56	536	50	22	17	66	240	275	28
Total	390	355	35	335	31	13	10	42	149	172	18
Too much choice	72 18%	66 19%	** **	61 18%	** **	** **	** **	** **	30 20%	28 16%	** **
About the right amount of choice	222 57%	202 57%	** **	190 57%	** **	** **	** **	** **	81 54%	104 60%	** **
Too little choice	59 15%	53 15%	** **	54 16%	** **	** **	** **	** **	27 18%	23 14%	** **
No choice	5 1%	4 1%	** **	4 1%	** **	** **	** **	** **	- -%	3 2% h	** **
Don't know	33 8%	29 8%	** **	26 8%	** **	** **	** **	** **	11 7%	14 8%	** **
Columns Tested: a,b - c,d,e,f - g,h,i,j											



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB29. To what extent do you trust your landline, broadband and TV provider to ensure you are on the best deal for your needs?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

	BUNDLE INDEX					BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED		MOBILE LAND- LINE	TV	FIXED BB		DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	
Significance Level: 95%		~a	~b	c	d	~e	f	g	h	~i	j	k	l	m	~n	o	p	~q	~r	~s	
Unweighted total	661	45	87	260	269	86	661	661	661	-	661	237	403	106	23	272	267	68	99	31	
Effective Weighted Sample	624	42	82	246	254	81	624	624	624	-	624	225	380	101	22	265	255	67	97	30	
Total	390	25	51	153	161	46	390	390	390	-	390	144	233	66	14	190	142	30	45	14	
I trust them completely	64 16%	** **	** **	34 22%	26 16%	** **	64 16%	64 16%	64 16%	** **	64 16%	14 10%	49 21%	6 9%	** **	28 15%	22 16%	** **	** **	** **	
I trust them a lot	122 31%	** **	** **	45 30%	44 27%	** **	122 31%	122 31%	122 31%	** **	122 31%	47 32%	75 32%	10 15%	** **	66 35%	40 28%	** **	** **	** **	
I trust them a bit	126 32%	** **	** **	46 30%	53 33%	** **	126 32%	126 32%	126 32%	** **	126 32%	47 32%	75 32%	24 36%	** **	61 32%	46 32%	** **	** **	** **	
I don't trust them at all	67 17%	** **	** **	24 15%	34 21%	** **	67 17%	67 17%	67 17%	** **	67 17%	34 24%	26 11%	25 39%	** **	30 16%	29 21%	** **	** **	** **	
Don't know	11 3%	** **	** **	4 3%	3 2%	** **	11 3%	11 3%	11 3%	** **	11 3%	3 2%	8 3%	1 2%	** **	5 3%	4 3%	** **	** **	** **	
Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB29. To what extent do you trust your landline, broadband and TV provider to ensure you are on the best deal for your needs?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	661	128	322	211	328	333	173	223	145	120	396	265
Effective Weighted Sample	624	124	306	202	310	315	169	214	142	115	377	251
Total	390	85	201	103	203	187	126	121	68	75	248	142
I trust them completely	64	15	27	22	31	33	15	16	11	21	32	33
	16%	18%	13%	21%	15%	18%	12%	13%	17%	29%	13%	23%
				b						fgh		j
I trust them a lot	122	28	69	24	64	58	35	43	23	21	78	44
	31%	33%	34%	24%	32%	31%	28%	35%	34%	28%	31%	31%
			c									
I trust them a bit	126	27	68	31	63	63	44	41	20	21	85	41
	32%	32%	34%	30%	31%	34%	35%	34%	30%	29%	34%	29%
I don't trust them at all	67	13	31	23	40	27	28	18	11	10	46	20
	17%	15%	16%	22%	20%	14%	23%	15%	16%	13%	19%	14%
							gi					
Don't know	11	2	6	3	4	6	3	3	3	1	7	4
	3%	2%	3%	3%	2%	3%	3%	3%	4%	2%	3%	3%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 239**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB29. To what extent do you trust your landline, broadband and TV provider to ensure you are on the best deal for your needs?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

	Total	URBANITY		NATION				BUNDLE SUPPLIER			
		URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	h	i	~j
Unweighted total	661	601	60	567	53	23	18	70	254	291	30
Effective Weighted Sample	624	568	56	536	50	22	17	66	240	275	28
Total	390	355	35	335	31	13	10	42	149	172	18
I trust them completely	64	60	**	57	**	**	**	**	28	27	**
	16%	17%	**	17%	**	**	**	**	19%	16%	**
I trust them a lot	122	111	**	103	**	**	**	**	43	60	**
	31%	31%	**	31%	**	**	**	**	29%	35%	**
I trust them a bit	126	116	**	111	**	**	**	**	49	53	**
	32%	33%	**	33%	**	**	**	**	33%	31%	**
I don't trust them at all	67	58	**	57	**	**	**	**	27	25	**
	17%	16%	**	17%	**	**	**	**	18%	14%	**
Don't know	11	10	**	8	**	**	**	**	3	7	**
	3%	3%	**	2%	**	**	**	**	2%	4%	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE					
	Total	INACTIVE	PASSIVE	INTER-ESTED	ENG-AGED	MOBILE	LAND-LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+
Significance Level: 95%		~a	~b	c	d	~e	f	g	h	~i	j	k	l	m	~n	o	p	~q	~r	~s
Unweighted total	661	45	87	260	269	86	661	661	661	-	661	237	403	106	23	272	267	68	99	31
Effective Weighted Sample	624	42	82	246	254	81	624	624	624	-	624	225	380	101	22	265	255	67	97	30
Total	390	25	51	153	161	46	390	390	390	-	390	144	233	66	14	190	142	30	45	14
Very confident	124	**	**	57	54	**	124	124	124	**	124	45	76	20	**	70	39	**	**	**
	32%	**	**	37%	33%	**	32%	32%	32%	**	32%	31%	33%	31%	**	37%	27%	**	**	**
Fairly confident	171	**	**	63	65	**	171	171	171	**	171	62	102	29	**	83	65	**	**	**
	44%	**	**	42%	40%	**	44%	44%	44%	**	44%	43%	44%	43%	**	44%	46%	**	**	**
TOTAL CONFIDENT	295	**	**	121	118	**	295	295	295	**	295	107	179	49	**	152	104	**	**	**
	76%	**	**	79%	73%	**	76%	76%	76%	**	76%	74%	77%	74%	**	80%	73%	**	**	**
Not very confident	51	**	**	15	25	**	51	51	51	**	51	22	28	9	**	23	21	**	**	**
	13%	**	**	10%	15%	**	13%	13%	13%	**	13%	15%	12%	14%	**	12%	15%	**	**	**
Not at all confident	28	**	**	9	14	**	28	28	28	**	28	10	17	6	**	9	12	**	**	**
	7%	**	**	6%	9%	**	7%	7%	7%	**	7%	7%	7%	9%	**	5%	9%	**	**	**
TOTAL NOT CONFIDENT	79	**	**	24	39	**	79	79	79	**	79	32	44	15	**	32	34	**	**	**
	20%	**	**	16%	24%	**	20%	20%	20%	**	20%	22%	19%	23%	**	17%	24%	**	**	**
Don't know	16	**	**	8	4	**	16	16	16	**	16	6	10	2	**	5	5	**	**	**
	4%	**	**	5%	3%	**	4%	4%	4%	**	4%	4%	4%	3%	**	3%	3%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	661	128	322	211	328	333	173	223	145	120	396	265
Effective Weighted Sample	624	124	306	202	310	315	169	214	142	115	377	251
Total	390	85	201	103	203	187	126	121	68	75	248	142
Very confident	124	38	60	26	73	51	40	36	21	27	75	49
	32%	45%	30%	25%	36%	27%	32%	29%	32%	37%	30%	34%
		bc			e							
Fairly confident	171	37	92	41	87	84	56	56	29	30	111	59
	44%	43%	46%	40%	43%	45%	44%	46%	44%	40%	45%	42%
TOTAL CONFIDENT	295	75	152	68	160	135	95	91	51	57	187	108
	76%	88%	76%	65%	79%	72%	76%	75%	75%	77%	75%	76%
		bc	c									
Not very confident	51	7	32	13	23	28	19	16	8	9	34	17
	13%	8%	16%	12%	11%	15%	15%	13%	12%	12%	14%	12%
			a									
Not at all confident	28	2	12	14	15	13	10	10	4	5	19	9
	7%	2%	6%	14%	8%	7%	8%	8%	6%	7%	8%	6%
				ab								
TOTAL NOT CONFIDENT	79	8	44	27	38	41	28	25	12	14	53	26
	20%	10%	22%	26%	19%	22%	22%	21%	18%	18%	22%	18%
			a	a								
Don't know	16	2	5	8	5	11	2	5	4	4	7	8
	4%	2%	2%	8%	2%	6%	2%	4%	7%	5%	3%	6%
				ab		d			f			

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 240**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	h	i	~j
Unweighted total	661	601	60	567	53	23	18	70	254	291	30
Effective Weighted Sample	624	568	56	536	50	22	17	66	240	275	28
Total	390	355	35	335	31	13	10	42	149	172	18
Very confident	124	114	**	105	**	**	**	**	57	51	**
	32%	32%	**	31%	**	**	**	**	38% i	29%	**
Fairly confident	171	156	**	147	**	**	**	**	62	79	**
	44%	44%	**	44%	**	**	**	**	42%	46%	**
TOTAL CONFIDENT	295	270	**	252	**	**	**	**	119	130	**
	76%	76%	**	75%	**	**	**	**	80%	75%	**
Not very confident	51	47	**	45	**	**	**	**	13	25	**
	13%	13%	**	14%	**	**	**	**	9%	15% h	**
Not at all confident	28	24	**	25	**	**	**	**	12	9	**
	7%	7%	**	7%	**	**	**	**	8%	5%	**
TOTAL NOT CONFIDENT	79	70	**	70	**	**	**	**	25	34	**
	20%	20%	**	21%	**	**	**	**	17%	20%	**
Don't know	16	14	**	13	**	**	**	**	5	8	**
	4%	4%	**	4%	**	**	**	**	3%	5%	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 241**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28A. How confident do you feel about the following - Understanding the variety of channels available from alternative Pay TV providers?  
by TRIPLE PLAY TRUST**

Base : All with a landline, broadband and TV package

	Total	TRIPLE PLAY TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		a	b	c	d
Unweighted total	661	114	205	213	110
Effective Weighted Sample	624	107	194	201	104
Total	390	64	122	126	67
Very confident	124	42	37	32	11
	32%	66%	31%	25%	16%
		bcd	d		
Fairly confident	171	14	69	62	23
	44%	22%	57%	49%	34%
			ad	ad	a
TOTAL CONFIDENT	295	56	106	94	33
	76%	87%	87%	74%	50%
		cd	cd	d	
Not very confident	51	2	9	22	17
	13%	2%	8%	17%	25%
				ab	ab
Not at all confident	28	4	3	7	14
	7%	6%	3%	5%	21%
					abc
TOTAL NOT CONFIDENT	79	5	12	29	31
	20%	9%	10%	23%	46%
				ab	abc
Don't know	16	3	3	4	3
	4%	4%	3%	3%	4%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28B. How confident do you feel about the following - Choosing the best TV channel package for your household?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		~a	~b	c	d	~e	f	g	h	~i	j	k	l	m	~n	o	p	~q	~r	~s
Unweighted total	661	45	87	260	269	86	661	661	661	-	661	237	403	106	23	272	267	68	99	31
Effective Weighted Sample	624	42	82	246	254	81	624	624	624	-	624	225	380	101	22	265	255	67	97	30
Total	390	25	51	153	161	46	390	390	390	-	390	144	233	66	14	190	142	30	45	14
Very confident	144	**	**	67	56	**	144	144	144	**	144	46	96	21	**	78	47	**	**	**
	37%	**	**	44% d	34%	**	37%	37%	37%	**	37%	32%	41% k	32%	**	41% p	33%	**	**	**
Fairly confident	180	**	**	64	81	**	180	180	180	**	180	73	99	31	**	88	68	**	**	**
	46%	**	**	42%	50%	**	46%	46%	46%	**	46%	51% l	42%	48%	**	47%	48%	**	**	**
TOTAL CONFIDENT	324	**	**	131	136	**	324	324	324	**	324	119	195	52	**	167	115	**	**	**
	83%	**	**	86%	84%	**	83%	83%	83%	**	83%	82%	84%	79%	**	88% p	81%	**	**	**
Not very confident	37	**	**	10	14	**	37	37	37	**	37	15	20	8	**	13	16	**	**	**
	9%	**	**	7%	9%	**	9%	9%	9%	**	9%	10%	9%	12%	**	7%	12% o	**	**	**
Not at all confident	18	**	**	8	8	**	18	18	18	**	18	7	11	5	**	7	7	**	**	**
	5%	**	**	5%	5%	**	5%	5%	5%	**	5%	5%	5%	7%	**	4%	5%	**	**	**
TOTAL NOT CONFIDENT	55	**	**	18	22	**	55	55	55	**	55	22	31	12	**	19	23	**	**	**
	14%	**	**	12%	14%	**	14%	14%	14%	**	14%	15%	13%	19%	**	10%	16% o	**	**	**
Don't know	11	**	**	3	3	**	11	11	11	**	11	4	7	1	**	3	4	**	**	**
	3%	**	**	2%	2%	**	3%	3%	3%	**	3%	3%	3%	2%	**	2%	3%	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28B. How confident do you feel about the following - Choosing the best TV channel package for your household?  
by BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	661	128	322	211	328	333	173	223	145	120	396	265
Effective Weighted Sample	624	124	306	202	310	315	169	214	142	115	377	251
Total	390	85	201	103	203	187	126	121	68	75	248	142
Very confident	144	41	73	30	81	63	41	40	26	37	81	63
	37%	48% bc	36%	29%	40%	33%	32%	33%	38%	49% fg	33%	44% j
Fairly confident	180	40	94	46	92	89	63	59	31	27	122	58
	46%	47%	47%	44%	45%	47%	50% i	48% i	46%	37%	49% k	41%
TOTAL CONFIDENT	324	81	167	76	173	151	104	99	57	64	203	121
	83%	95% bc	83% c	73%	85%	81%	82%	82%	84%	86%	82%	85%
Not very confident	37	3	21	12	17	20	12	13	5	6	25	11
	9%	4%	11% a	12% a	8%	11%	9%	11%	8%	8%	10%	8%
Not at all confident	18	1	8	9	11	7	8	5	3	2	12	6
	5%	1%	4%	9% ab	5%	4%	6%	4%	5%	3%	5%	4%
TOTAL NOT CONFIDENT	55	4	29	22	27	28	20	18	9	9	38	17
	14%	4%	14% a	21% ab	13%	15%	15%	15%	13%	12%	15%	12%
Don't know	11	1	5	6	3	8	3	4	2	2	7	4
	3%	1%	2%	5% a	1%	4% d	2%	3%	3%	2%	3%	3%

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 242**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28B. How confident do you feel about the following - Choosing the best TV channel package for your household?**  
by **BUNDLE CROSS-BREAKS**

Base : All with a landline, broadband and TV package

		URBANITY		NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	~b	c	~d	~e	~f	~g	h	i	~j
Unweighted total	661	601	60	567	53	23	18	70	254	291	30
Effective Weighted Sample	624	568	56	536	50	22	17	66	240	275	28
Total	390	355	35	335	31	13	10	42	149	172	18
Very confident	144	135	**	126	**	**	**	**	61	64	**
	37%	38%	**	38%	**	**	**	**	41%	37%	**
Fairly confident	180	160	**	154	**	**	**	**	69	80	**
	46%	45%	**	46%	**	**	**	**	46%	46%	**
TOTAL CONFIDENT	324	296	**	280	**	**	**	**	130	144	**
	83%	83%	**	84%	**	**	**	**	87%	84%	**
Not very confident	37	34	**	31	**	**	**	**	10	16	**
	9%	10%	**	9%	**	**	**	**	7%	9%	**
Not at all confident	18	15	**	15	**	**	**	**	6	6	**
	5%	4%	**	5%	**	**	**	**	4%	4%	**
TOTAL NOT CONFIDENT	55	49	**	47	**	**	**	**	17	22	**
	14%	14%	**	14%	**	**	**	**	11%	13%	**
Don't know	11	10	**	8	**	**	**	**	2	6	**
	3%	3%	**	2%	**	**	**	**	1%	3%	**

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 243**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QB28B. How confident do you feel about the following - Choosing the best TV channel package for your household?  
by TRIPLE PLAY TRUST**

Base : All with a landline, broadband and TV package

	Total	TRIPLE PLAY TRUST			
		COMP- LETELY	A LOT	A BIT	NOT AT ALL
Significance Level: 95%		a	b	c	d
Unweighted total	661	114	205	213	110
Effective Weighted Sample	624	107	194	201	104
Total	390	64	122	126	67
Very confident	144	47	43	36	13
	37%	73%	36%	28%	19%
		bcd	d		
Fairly confident	180	15	67	67	29
	46%	23%	55%	53%	43%
			ad	a	a
TOTAL CONFIDENT	324	61	110	103	42
	83%	95%	90%	81%	62%
		cd	cd	d	
Not very confident	37	*	5	18	12
	9%	1%	4%	14%	18%
				ab	ab
Not at all confident	18	1	3	3	11
	5%	1%	2%	2%	17%
					abc
TOTAL NOT CONFIDENT	55	1	8	21	23
	14%	2%	7%	17%	35%
				ab	abc
Don't know	11	2	3	3	2
	3%	3%	3%	2%	3%

Columns Tested: a,b,c,d

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which provider to use?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Bank account provider	1309	244	134	293	174	268	218	447	269	181	139	258	219	278	181	309	189	65	79	252	268
	87%	89%	88%	93% ab	94% ab	89%	88%	89%	88%	89%	88%	93% ij	93% ij	91%	89%	92%	94% n	87%	86%	90%	93% qr
Electricity provider	1093	249	144	295	175	230	184	350	204	185	151	259	217	278	186	317	188	63	87	261	272
	73%	91%	95% a	94% a	95% a	76% gh	74% h	70%	67%	91%	96% i	93%	92%	91%	92%	94% m	94%	85%	94% q	94% q	95% q
Gas provider	980	219	134	266	151	206	165	315	184	162	142	231	195	239	169	286	177	55	81	235	246
	65%	80%	89% ad	85% a	82%	68% gh	66%	63%	61%	80%	90% ikl	83%	83%	78%	84% m	85% m	88% m	73%	88% q	84% q	86% q
Car insurance provider	864	190	109	229	150	187	169	269	182	151	118	213	185	193	140	234	155	51	70	204	229
	58%	69%	72%	73%	81% abc	62% g	68% gh	54%	60% g	74%	75%	77%	79%	63%	69%	69% m	77% mno	68%	76% st	73%	80% qs
None of these	114	10	1	8	4	25	19	36	24	9	4	7	6	13	7	8	4	6	3	7	6
	8%	4% b	1%	3%	2%	8%	8%	7%	8%	5%	2%	2%	2%	4%	3%	2%	2%	7%	4%	3%	2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which provider to use?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Bank account provider	1309	623	228	457	389	110	84	1127	694	507	119	631	171	428	368	109	404	555	370	586	80
	87%	91%	92%	94%	88%	94%	90%	89%	90%	87%	91%	91%	93%	93%	88%	92%	88%	94%	94%	90%	96%
				d		d			i					n				p	s		s
Electricity provider	1093	645	224	462	400	111	84	894	555	412	88	651	165	422	390	107	425	547	373	596	77
	73%	94%	90%	95%	91%	94%	90%	70%	72%	71%	67%	94%	90%	92%	94%	90%	93%	92%	95%	91%	92%
		b		d			g					l							s		
Gas provider	980	581	196	420	351	100	76	803	506	364	79	588	148	386	344	96	404	470	347	523	72
	65%	85%	79%	86%	80%	85%	82%	63%	66%	63%	60%	84%	80%	84%	83%	81%	88%	79%	88%	80%	86%
		b		d			g										q		s		
Car insurance provider	864	524	159	383	295	88	72	742	480	327	72	535	136	365	302	91	343	382	301	421	62
	58%	76%	64%	79%	67%	75%	78%	58%	62%	56%	55%	77%	73%	80%	73%	77%	75%	64%	76%	64%	74%
		b		d		d	g		ij					n			q		s		s
None of these	114	17	8	7	17	2	4	101	50	54	8	20	7	12	13	5	16	17	8	23	3
	8%	2%	3%	1%	4%	2%	4%	8%	6%	9%	6%	3%	4%	3%	3%	4%	3%	3%	2%	4%	3%
					c					h											

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which provider to use?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Bank account provider	1309	84	623	404	631	249	345	247	386	117	190	513	377	127	229	102	448	457	405
	87%	90%	91%	88%	91%	95%	89%	94%	88%	95%	78%	88%	89%	91%	91%	92%	84%	89%	90%
			c			f		h		h		j	j	j	j	j		p	p
Electricity provider	1093	84	645	425	651	249	368	244	408	116	49	444	370	128	231	103	246	444	402
	73%	90%	94%	93%	94%	95%	94%	93%	93%	93%	20%	76%	87%	91%	92%	93%	46%	86%	89%
			a									j	jk	jk	jkl	jkl		p	p
Gas provider	980	76	581	404	588	204	350	225	365	102	46	408	328	110	198	88	227	407	346
	65%	82%	85%	88%	84%	78%	90%	86%	83%	82%	19%	70%	77%	78%	79%	80%	42%	79%	77%
				ad			e					j	jk	jk	jk	jk		p	p
Car insurance provider	864	72	524	343	535	204	304	210	318	102	41	375	301	90	147	57	207	373	285
	58%	78%	76%	75%	77%	78%	78%	80%	72%	82%	17%	65%	71%	64%	58%	52%	39%	73%	63%
								h		h		jno	jkmo	jo	j	j		pr	p
None of these	114	4	17	16	20	6	10	6	16	3	45	36	20	6	12	5	67	25	21
	8%	4%	2%	3%	3%	2%	2%	2%	4%	3%	19%	6%	5%	5%	5%	5%	13%	5%	5%
											klmno						qr		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 244**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1. Which of these types of services are you mainly or jointly responsible for - in terms of deciding which provider to use?**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Bank account provider	1309	659	650	343	402	225	339	745	564	1142	167	1091	111	68	**
	87%	88%	86%	89%	88%	88%	85%	88%	86%	87%	90%	87%	89%	94% k	**
Electricity provider	1093	539	554	298	316	185	293	614	478	947	146	910	92	58	**
	73%	72%	74%	77% d	69%	72%	74%	73%	73%	72%	79% i	72%	73%	81% k	**
Gas provider	980	483	497	273	280	163	264	554	427	896	84	830	87	51	**
	65%	65%	66%	71% de	61%	63%	66% d	66%	65%	68% j	45%	66%	70%	71%	**
Car insurance provider	864	465	399	281	285	158	140	566	298	740	124	725	71	44	**
	58%	62% b	53%	72% def	62% f	62% f	35%	67% h	46%	56%	67% i	58%	57%	61%	**
None of these	114	50	64	25	33	18	38	58	56	100	14	97	9	3	**
	8%	7%	8%	6%	7%	7%	10% c	7%	9%	8%	8%	8%	8%	4%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1A. Have you or your household ever changed your electricity provider? IF YES - When did you most recently change your electricity provider?**  
by ALL MARKET CROSS-BREAKS

Base : Those responsible for the household's electricity service

	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
	INTER-				INTER-				INTER-				INTER-				INTER-			
	Total	INAC-TIVE	PASSIVE	ESTED ENG-AGED	INAC-TIVE	PASSIVE	ESTED ENG-AGED	INAC-TIVE	PASSIVE	ESTED ENG-AGED	INAC-TIVE	PASSIVE	ESTED ENG-AGED	INAC-TIVE	PASSIVE	ESTED ENG-AGED	INAC-TIVE	PASSIVE	ESTED ENG-AGED	INAC-TIVE
Significance Level: 95%		a	b	c d	e	f	g h	i	j	k l	m	n	o p	q	r	s	t			
Unweighted total	1931	463	263	537 306	414	323	595 336	330	258	446 370	506	323	559 308	119	153	461	463			
Effective Weighted Sample	1807	432	247	503 288	389	302	559 318	308	243	420 349	474	302	524 291	111	143	434	437			
Total	1093	249	144	295 175	230	184	350 204	185	151	259 217	278	186	317 188	63	87	261	272			
Yes - in the last 6 months	93 8%	21 8%	6 4%	23 26 15% abc	19 8%	9 5%	40 20 11% f f	19 10%	8 6%	19 32 8% jk	21 8%	12 6%	25 22 8% mn	7 11%	7 8%	18 7%	32 12%			
Yes - 7 to 12 months ago	76 7%	12 5%	4 3%	19 25 7% b abc	9 4%	6 4%	35 22 10% ef ef	6 3%	8 5%	20 30 8% i jkl	11 4%	8 4%	29 22 9% mn mn	1 2%	1 1%	15 6% r	33 12% qrs			
Yes - 13 to 18 months ago	43 4%	7 3%	6 4%	13 9 4% 5%	6 3%	10 5%	12 12 3% 6% e	8 4%	4 2%	13 10 5% 5%	7 3%	4 2%	17 10 5% mn mn	2 2%	1 1%	9 4% r	16 6%			
Yes - 1.5 to 2 years ago	54 5%	9 4%	9 6%	15 9 5% 5%	9 4%	6 3%	17 17 5% 8% efg	10 6%	5 3%	14 14 5% 7%	12 4%	11 6%	13 12 4% 6%	4 6%	2 2%	13 5% 5%	15 5%			
Yes - 2 to 3 years ago	78 7%	20 8% b	5 3%	22 12 8% b b	19 8%	13 7%	23 17 7% 8%	10 5%	11 7%	25 17 10% i	20 7%	9 5%	24 18 8% n	5 8%	3 4%	22 9% 9%	23 8%			
Yes - more than 3 years ago	205 19%	48 19%	30 21%	57 36 19% 20%	52 23% g	40 22% g	58 36 16% 18%	34 18%	31 20%	53 36 21% 17%	58 21%	36 19%	54 32 17% 17%	12 20%	21 24%	50 19% 19%	53 19%			
No - never changed provider for this service	535 49%	131 52% d	83 57% cd	143 56 49% d	112 49% h	98 53% h	163 78 47% h	96 52% kl	85 56% kl	112 77 43% l	147 53% p	106 57% op	152 71 48% p	32 50% t	52 59% st	131 50% t	99 36%			
Don't know	9 1%	2 1%	* 1%	3 1 1% 1%	4 2%	2 1%	3 1 1% 1%	2 1%	- -%	2 1 1% 1%	2 1%	1 1%	2 1 1% 1%	1 1%	- -%	3 1% 1%	1 1%			

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1A. Have you or your household ever changed your electricity provider? IF YES - When did you most recently change your electricity provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's electricity service

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	1931	1134	447	830	739	195	156	1530	935	733	149	1128	284	729	675	188	730	971	639	1057	127
Effective Weighted Sample	1807	1067	418	780	689	184	147	1438	880	689	141	1062	267	687	633	178	687	908	601	989	120
Total	1093	645	224	462	400	111	84	894	555	412	88	651	165	422	390	107	425	547	373	596	77
Yes - in the last 6 months	93 8%	61 10%	15 7%	46 10%	30 7%	21 19% cd	9 11%	80 9%	57 10%	32 8%	12 14% i	63 10%	16 10%	42 10%	36 9%	20 18% mn	44 10% q	36 7%	39 10% s	42 7%	15 19% rs
Yes - 7 to 12 months ago	76 7%	48 7%	13 6%	45 10% d	16 4%	14 13% d	6 7%	68 8%	55 10% i	18 4%	9 10% i	49 8%	14 8%	42 10% n	21 5%	14 13% n	32 8%	37 7%	37 10% s	32 5%	10 13% s
Yes - 13 to 18 months ago	43 4%	26 4%	9 4%	22 5%	13 3%	5 4%	5 6%	34 4%	26 5%	13 3%	5 5%	27 4%	8 5%	22 5% n	12 3%	5 5%	18 4%	21 4%	15 4%	24 4%	2 3%
Yes - 1.5 to 2 years ago	54 5%	33 5%	11 5%	27 6%	16 4%	5 5%	5 6%	46 5%	35 6% i	14 3%	2 2%	33 5%	12 7%	26 6%	18 5%	6 6%	24 6%	26 5%	24 6% s	24 4%	4 6%
Yes - 2 to 3 years ago	78 7%	50 8%	11 5%	37 8%	22 6%	8 7%	7 8%	66 7%	44 8%	28 7%	10 11%	52 8%	11 7%	35 8%	28 7%	8 8%	33 8%	39 7%	31 8%	41 7%	7 9%
Yes - more than 3 years ago	205 19%	129 20%	42 19%	111 24% de	60 15%	15 14%	16 19%	172 19%	119 21% ij	67 16%	12 14%	130 20% l	24 14%	102 24% no	52 13%	15 14%	78 18%	102 19%	85 23% st	95 16%	7 10%
No - never changed provider for this service	535 49%	292 45%	121 54% a	171 37%	241 60% ce	42 38%	36 43%	419 47%	214 39%	237 57% hj	36 41%	293 45%	79 48%	150 35%	221 57% mo	38 36%	193 46%	282 52% p	140 37%	335 56% rt	29 37%
Don't know	9 1%	5 1%	1 *%	4 1%	2 1%	1 1%	- -%	9 1%	5 1%	3 1%	2 2%	5 1%	1 *%	3 1%	2 1%	1 1%	3 1%	3 1%	3 1%	3 1%	2 3%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1A. Have you or your household ever changed your electricity provider? IF YES - When did you most recently change your electricity provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's electricity service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	1931	156	1134	730	1128	448	624	416	727	194	74	641	690	290	526	236	359	722	850
Effective Weighted Sample	1807	147	1067	687	1062	421	589	393	682	184	71	621	660	284	514	230	347	686	815
Total	1093	84	645	425	651	249	368	244	408	116	49	444	370	128	231	103	246	444	402
Yes - in the last 6 months	93 8%	9 11%	61 10%	44 10%	63 10%	20 8%	40 11%	29 12% h	29 7%	22 19% gh	** **	42 9% n	33 9%	8 6%	14 6%	6 6%	27 11% r	38 9%	28 7%
Yes - 7 to 12 months ago	76 7%	6 7%	48 7%	32 8%	49 8%	19 8%	28 8%	22 9%	25 6%	13 11% h	** **	37 8% no	26 7% no	7 5%	10 4%	3 3%	19 8% r	37 8% r	20 5%
Yes - 13 to 18 months ago	43 4%	5 6%	26 4%	18 4%	27 4%	10 4%	15 4%	12 5%	15 4%	7 6%	** **	21 5% mno	18 5% mno	2 2%	3 1%	* *%	12 5%	19 4%	12 3%
Yes - 1.5 to 2 years ago	54 5%	5 6%	33 5%	24 6%	33 5%	9 4%	22 6%	14 6%	17 4%	6 5%	** **	26 6% no	19 5% o	6 5%	8 3%	2 2%	13 5%	24 5%	16 4%
Yes - 2 to 3 years ago	78 7%	7 8%	50 8%	33 8%	52 8%	19 8%	30 8%	18 7%	31 8%	10 8%	** **	30 7%	33 9% no	9 7%	13 6%	4 4%	13 5%	39 9% p	27 7%
Yes - more than 3 years ago	205 19%	16 19%	129 20%	78 18%	130 20%	57 23%	67 18%	66 27% hi	66 16%	23 20%	** **	64 14%	86 23% k	32 25% k	52 23% k	20 20%	20 8%	88 20% p	97 24% pq
No - never changed provider for this service	535 49%	36 43%	292 45%	193 46%	293 45%	113 45%	161 44%	79 32%	222 54% gi	34 30%	** **	219 49% l	155 42%	64 50% l	131 57% kl	67 65% klmn	137 56% q	196 44%	201 50% q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1A. Have you or your household ever changed your electricity provider? IF YES - When did you most recently change your electricity provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's electricity service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	1931	156	1134	730	1128	448	624	416	727	194	74	641	690	290	526	236	359	722	850
Effective Weighted Sample	1807	147	1067	687	1062	421	589	393	682	184	71	621	660	284	514	230	347	686	815
Total	1093	84	645	425	651	249	368	244	408	116	49	444	370	128	231	103	246	444	402
Don't know	9	-	5	3	5	2	3	2	3	2	**	6	*	*	1	*	5	4	1
	1%	-%	1%	1%	1%	1%	1%	1%	1%	2%	**	1%	%	%	%	%	2%	1%	%
												l					r		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 245**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1A. Have you or your household ever changed your electricity provider? IF YES - When did you most recently change your electricity provider?**  
by ALL MARKET CROSS-BREAKS

Base : Those responsible for the household's electricity service

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	1931	921	1010	430	592	411	498	1022	909	1672	259	1604	160	108	59
Effective Weighted Sample	1807	862	946	415	564	400	467	964	849	1565	242	1500	150	101	55
Total	1093	539	554	298	316	185	293	614	478	947	146	910	92	58	32
Yes - in the last 6 months	93	42	50	29	27	12	25	56	37	78	15	81	6	3	**
	8%	8%	9%	10%	9%	6%	9%	9%	8%	8%	10%	9%	7%	5%	**
Yes - 7 to 12 months ago	76	38	38	26	26	10	14	52	24	62	14	70	1	5	**
	7%	7%	7%	9%	8%	5%	5%	8%	5%	7%	9%	8%	1%	8%	**
				f	f			h				l		l	
Yes - 13 to 18 months ago	43	19	24	11	12	6	14	23	20	35	8	36	3	4	**
	4%	4%	4%	4%	4%	3%	5%	4%	4%	4%	5%	4%	3%	7%	**
Yes - 1.5 to 2 years ago	54	28	26	21	11	6	15	33	21	50	3	44	3	5	**
	5%	5%	5%	7%	4%	3%	5%	5%	4%	5%	2%	5%	3%	9%	**
				de						j				l	
Yes - 2 to 3 years ago	78	44	34	22	25	11	20	47	32	70	9	69	5	2	**
	7%	8%	6%	7%	8%	6%	7%	8%	7%	7%	6%	8%	5%	4%	**
Yes - more than 3 years ago	205	106	98	67	56	37	45	123	82	186	19	180	17	6	**
	19%	20%	18%	22%	18%	20%	15%	20%	17%	20%	13%	20%	19%	11%	**
				f						j		m			
No - never changed provider for this service	535	257	278	120	155	102	159	274	260	457	78	421	56	33	**
	49%	48%	50%	40%	49%	55%	54%	45%	54%	48%	53%	46%	61%	57%	**
					c	c	c		g				k	k	
Don't know	9	4	5	3	4	1	2	7	2	8	1	9	1	-	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AA. Did you make this change of provider for your electricity at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed electricity provider

	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX				
	Total	INTER-		INTER-		INTER-		INTER-		INTER-		INTER-		INTER-							
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	s	t
Unweighted total	952	210	109	263	206	202	146	315	207	153	112	250	236	231	134	286	188	55	60	225	293
Effective Weighted Sample	894	196	102	248	194	190	137	296	196	143	105	236	223	218	126	269	177	52	56	212	277
Total	549	117	61	149	118	115	84	184	125	87	66	144	138	130	79	163	116	31	35	127	172
Yes	128	33	10	34	20	26	20	45	33	26	11	30	33	30	17	38	28	**	**	28	39
	23%	28% bd	17%	23%	17%	22%	24%	24%	26%	29% j	17%	21%	24%	23%	21%	23%	24%	**	**	22%	23%
No	417	84	50	115	97	89	64	138	91	61	54	113	104	99	61	124	88	**	**	99	130
	76%	72%	82% a	77%	82% a	77%	76%	75%	73%	70%	82% i	79%	75%	76%	78%	77%	75%	**	**	78%	76%
Don't know	3	-	*	*	1	*	1	1	1	*	*	1	1	*	1	-	1	**	**	-	3
	1%	-%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	-%	1%	**	**	-%	2%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AA. Did you make this change of provider for your electricity at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed electricity provider

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	~j	k	l	m	n	o	p	q	r	s	~t
Unweighted total	952	602	194	514	274	118	90	790	566	304	85	608	147	467	284	116	388	455	392	447	78
Effective Weighted Sample	894	567	182	484	257	112	85	744	533	287	80	573	139	440	268	110	366	428	370	420	74
Total	549	348	102	288	156	68	48	466	336	172	50	353	85	269	167	68	228	262	230	258	46
Yes	128	78	19	54	43	18	**	117	86	37	**	81	20	59	41	16	50	63	51	62	**
	23%	23%	19%	19%	28%	27%	**	25%	25%	22%	**	23%	23%	22%	25%	24%	22%	24%	22%	24%	**
				c																	
No	417	267	83	233	112	49	**	348	248	134	**	269	66	209	124	51	177	198	179	194	**
	76%	77%	81%	81%	72%	72%	**	75%	74%	78%	**	76%	77%	78%	74%	75%	77%	75%	78%	75%	**
				de																	
Don't know	3	2	-	2	*	1	**	2	2	1	**	3	-	1	2	1	1	1	1	1	**
	1%	1%	-%	1%	*%	1%	**	*%	1%	*%	**	1%	-%	*%	1%	1%	1%	*%	1%	*%	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AA. Did you make this change of provider for your electricity at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed electricity provider

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE							AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r
Unweighted total	952	90	602	388	608	239	342	275	325	131	23	314	394	141	221	80	151	392	409
Effective Weighted Sample	894	85	567	366	573	225	323	260	305	125	22	305	376	138	216	78	147	372	391
Total	549	48	348	228	353	134	203	163	183	79	16	219	214	63	99	36	104	245	200
Yes	128	**	78	50	81	32	44	33	45	19	**	65	37	12	16	**	44	51	33
	23%	**	23%	22%	23%	24%	22%	20%	25%	23%	**	30% lmn	17%	18%	16%	**	42% qr	21%	17%
No	417	**	267	177	269	100	158	129	136	60	**	153	176	50	82	**	58	193	166
	76%	**	77%	77%	76%	75%	78%	79%	74%	76%	**	70%	82% k	80% k	83% k	**	56%	79% p	83% p
Don't know	3	**	2	1	3	2	* *%	1 *%	2 1%	1 1%	**	2 1%	* *%	1 2%	1 1%	**	2 1%	* *%	1 1%
	1%	**	1%	1%	1%	1%					**	1%		1%		**	1%		1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 246**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AA. Did you make this change of provider for your electricity at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed electricity provider

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	~m	~n
Unweighted total	952	469	483	253	296	183	220	549	403	835	117	830	61	47	14
Effective Weighted Sample	894	441	454	245	283	179	208	520	377	784	110	779	58	44	13
Total	549	278	271	176	157	83	133	333	216	482	67	480	35	25	8
Yes	128	62	66	37	37	19	35	75	54	111	17	118	**	**	**
	23%	22%	25%	21%	24%	22%	27%	22%	25%	23%	26%	25%	**	**	**
No	417	214	203	137	119	64	98	256	161	368	49	359	**	**	**
	76%	77%	75%	78%	76%	77%	73%	77%	75%	76%	73%	75%	**	**	**
Don't know	3	1	2	2	1	*	-	3	*	2	1	3	**	**	**
	1%	*%	1%	1%	*%	*%	-%	1%	*%	*%	1%	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed electricity provider in the last 12 months

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	t
Unweighted total	284	57	19	72	86	48	29	124	70	40	27	67	103	57	32	92	69	14	14	56	110
Effective Weighted Sample	268	53	18	68	82	45	27	117	66	38	25	63	98	54	30	87	65	13	13	53	104
Total	169	33	11	42	52	28	16	75	43	24	16	40	61	32	19	54	44	8	8	33	66
Very easy	128	**	**	**	**	**	**	60	**	**	**	**	44	**	**	**	**	**	**	**	49
	76%	**	**	**	**	**	**	81%	**	**	**	**	72%	**	**	**	**	**	**	**	74%
Fairly easy	33	**	**	**	**	**	**	12	**	**	**	**	12	**	**	**	**	**	**	**	13
	19%	**	**	**	**	**	**	16%	**	**	**	**	20%	**	**	**	**	**	**	**	20%
TOTAL EASY	161	**	**	**	**	**	**	72	**	**	**	**	56	**	**	**	**	**	**	**	61
	95%	**	**	**	**	**	**	96%	**	**	**	**	92%	**	**	**	**	**	**	**	93%
Fairly difficult	4	**	**	**	**	**	**	1	**	**	**	**	2	**	**	**	**	**	**	**	1
	2%	**	**	**	**	**	**	2%	**	**	**	**	3%	**	**	**	**	**	**	**	1%
Very difficult	3	**	**	**	**	**	**	1	**	**	**	**	2	**	**	**	**	**	**	**	2
	2%	**	**	**	**	**	**	2%	**	**	**	**	4%	**	**	**	**	**	**	**	4%
TOTAL DIFFICULT	7	**	**	**	**	**	**	3	**	**	**	**	4	**	**	**	**	**	**	**	3
	4%	**	**	**	**	**	**	4%	**	**	**	**	7%	**	**	**	**	**	**	**	5%
Don't know	1	**	**	**	**	**	**	-	**	**	**	**	*	**	**	**	**	**	**	**	1
	1%	**	**	**	**	**	**	-%	**	**	**	**	1%	**	**	**	**	**	**	**	2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed electricity provider in the last 12 months

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed electricity provider in the last 12 months

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE					AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	c	d	~e	f	~g	~h	~i	~j	k	l	~m	~n	~o	~p	q	~r
Unweighted total	284	29	184	126	187	67	112	85	95	56	11	112	109	32	52	20	68	119	97
Effective Weighted Sample	268	28	174	119	177	63	106	81	89	54	11	109	104	31	51	20	66	113	93
Total	169	15	109	76	112	38	68	52	54	34	8	79	59	14	24	9	46	75	48
Very easy	128	**	82	60	86	**	54	**	**	**	**	63	41	**	**	**	**	56	**
	76%	**	75%	78%	77%	**	78%	**	**	**	**	80%	70%	**	**	**	**	75%	**
Fairly easy	33	**	22	15	20	**	13	**	**	**	**	12	15	**	**	**	**	14	**
	19%	**	20%	19%	18%	**	20%	**	**	**	**	15%	26%	**	**	**	**	19%	**
TOTAL EASY	161	**	105	75	107	**	67	**	**	**	**	75	56	**	**	**	**	71	**
	95%	**	96%	98%	95%	**	98%	**	**	**	**	95%	95%	**	**	**	**	94%	**
Fairly difficult	4	**	1	-	1	**	-	**	**	**	**	3	1	**	**	**	**	2	**
	2%	**	1%	-%	1%	**	-%	**	**	**	**	3%	1%	**	**	**	**	3%	**
Very difficult	3	**	2	1	2	**	*	**	**	**	**	1	2	**	**	**	**	2	**
	2%	**	2%	1%	2%	**	1%	**	**	**	**	1%	3%	**	**	**	**	2%	**
TOTAL DIFFICULT	7	**	3	1	4	**	*	**	**	**	**	3	3	**	**	**	**	4	**
	4%	**	3%	1%	3%	**	1%	**	**	**	**	4%	5%	**	**	**	**	5%	**
Don't know	1	**	1	1	1	**	1	**	**	**	**	1	-	**	**	**	**	1	**
	1%	**	1%	1%	1%	**	1%	**	**	**	**	1%	-%	**	**	**	**	1%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 247**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed electricity provider in the last 12 months

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	~c	~d	~e	~f	g	h	i	~j	k	~l	~m	~n
Unweighted total	284	132	152	79	98	47	60	177	107	236	48	252	14	14	4
Effective Weighted Sample	268	124	144	76	94	46	57	168	100	223	45	238	14	13	4
Total	169	80	89	55	53	22	39	108	61	140	29	152	7	7	2
Very easy	128	62	66	**	**	**	**	78	50	107	**	118	**	**	**
	76%	78%	74%	**	**	**	**	72%	82%	76%	**	78%	**	**	**
Fairly easy	33	16	17	**	**	**	**	23	9	26	**	28	**	**	**
	19%	20%	19%	**	**	**	**	22%	15%	19%	**	19%	**	**	**
TOTAL EASY	161	78	83	**	**	**	**	101	59	133	**	146	**	**	**
	95%	98%	93%	**	**	**	**	94%	97%	95%	**	97%	**	**	**
Fairly difficult	4	*	3	**	**	**	**	2	1	3	**	3	**	**	**
	2%	1%	4%	**	**	**	**	2%	2%	2%	**	2%	**	**	**
Very difficult	3	1	2	**	**	**	**	3	*	3	**	1	**	**	**
	2%	2%	2%	**	**	**	**	2%	1%	2%	**	1%	**	**	**
TOTAL DIFFICULT	7	2	5	**	**	**	**	5	2	6	**	4	**	**	**
	4%	2%	6%	**	**	**	**	5%	3%	4%	**	3%	**	**	**
Don't know	1	-	1	**	**	**	**	1	-	1	**	1	**	**	**
	1%	0%	1%	**	**	**	**	1%	0%	1%	**	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 248**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1AC. How easy or difficult was it to change electricity provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by UTILITIES SWITCHING ACTIVITY

Base : Those who have changed electricity provider in the last 12 months

	Total	SWITCHED ELECTRICITY		SWITCHED GAS		SWITCHED CAR		SWITCHED BANK	
		MOVING	NOT	MOVING	NOT	MOVING	NOT	MOVING	NOT
Significance Level: 95%		~a	b	~c	d	~e	f	~g	~h
Unweighted total	284	68	216	60	165	12	179	10	86
Effective Weighted Sample	268	64	204	57	156	11	169	9	81
Total	169	42	127	38	98	7	105	6	52
Very easy	128	**	97	**	78	**	82	**	**
	76%	**	76%	**	79%	**	78%	**	**
Fairly easy	33	**	26	**	18	**	19	**	**
	19%	**	20%	**	18%	**	18%	**	**
TOTAL EASY	161	**	123	**	95	**	101	**	**
	95%	**	97%	**	97%	**	97%	**	**
Fairly difficult	4	**	1	**	1	**	2	**	**
	2%	**	1%	**	1%	**	1%	**	**
Very difficult	3	**	2	**	1	**	2	**	**
	2%	**	2%	**	1%	**	1%	**	**
TOTAL DIFFICULT	7	**	3	**	2	**	3	**	**
	4%	**	2%	**	2%	**	3%	**	**
Don't know	1	**	1	**	*	**	*	**	**
	1%	**	1%	**	*%	**	*%	**	**

Columns Tested: a,b - c,d - e,f - g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1B. Have you or your household ever changed your gas provider? IF YES - When did you most recently change your gas provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's gas service

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	1719	403	243	484	262	367	287	533	301	285	240	398	331	433	291	499	288	100	141	412	418
Effective Weighted Sample	1608	376	228	453	247	344	269	501	285	266	226	375	313	405	272	468	272	94	132	387	394
Total	980	219	134	266	151	206	165	315	184	162	142	231	195	239	169	286	177	55	81	235	246
Yes - in the last 6 months	79	18	4	20	22	15	7	34	18	17	6	17	27	16	9	23	21	7	4	15	29
	8%	8%	3%	7%	14%	7%	4%	11%	10%	11%	4%	7%	14%	7%	5%	8%	12%	13%	5%	6%	12%
		b		b	abc			f	f	j			jk			mn	rs			rs	
Yes - 7 to 12 months ago	60	9	4	14	21	7	5	27	18	5	5	16	25	8	6	22	19	1	1	12	27
	6%	4%	3%	5%	14%	4%	3%	9%	10%	3%	3%	7%	13%	3%	3%	8%	11%	1%	1%	5%	11%
					abc			ef	ef			i	ijk			mn	mn			r	qrs
Yes - 13 to 18 months ago	40	6	5	12	8	7	6	11	11	8	3	11	8	7	4	12	12	2	1	9	14
	4%	3%	4%	4%	5%	3%	4%	4%	6%	5%	2%	5%	4%	3%	2%	4%	7%	3%	1%	4%	6%
																mn				r	
Yes - 1.5 to 2 years ago	49	7	7	14	9	7	7	14	16	8	4	11	14	9	11	11	12	4	2	8	15
	5%	3%	6%	5%	6%	3%	4%	5%	9%	5%	3%	5%	7%	4%	6%	4%	7%	7%	2%	3%	6%
								efg				j									
Yes - 2 to 3 years ago	70	16	6	24	10	17	11	20	16	7	11	24	14	18	7	24	14	4	3	23	18
	7%	7%	4%	9%	7%	8%	6%	6%	8%	5%	8%	10%	7%	8%	4%	9%	8%	7%	4%	10%	7%
				b								i				n				r	
Yes - more than 3 years ago	174	40	28	49	30	44	36	52	29	29	28	44	32	46	31	47	28	12	22	40	47
	18%	18%	21%	18%	20%	21%	22%	16%	16%	18%	20%	19%	16%	19%	18%	16%	16%	21%	27%	17%	19%
							h												s		
No - never changed provider for this service	497	119	79	130	51	105	91	153	73	85	84	105	74	132	99	142	69	25	49	124	94
	51%	54%	59%	49%	34%	51%	55%	49%	40%	52%	59%	45%	38%	55%	59%	50%	39%	46%	60%	53%	38%
		d	cd	d		h	h	h		l	kl	l		p	op	p		qt	t		
Don't know	13	4	*	4	1	4	2	3	3	2	1	4	*	3	1	4	1	1	-	5	3
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1B. Have you or your household ever changed your gas provider? IF YES - When did you most recently change your gas provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's gas service

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	1719	1012	390	748	644	174	142	1362	845	643	131	1010	253	664	590	167	689	828	592	919	118
Effective Weighted Sample	1608	952	365	704	600	164	134	1281	796	604	124	951	238	626	554	158	649	774	557	859	112
Total	980	581	196	420	351	100	76	803	506	364	79	588	148	386	344	96	404	470	347	523	72
Yes - in the last 6 months	79	51	12	39	24	20	8	68	49	26	10	54	13	36	30	19	40	28	35	34	14
	8%	9%	6%	9%	7%	20% cd	10%	8%	10%	7%	13% i	9%	9%	9%	9%	19% mn	10% q	6%	10% s	6%	19% rs
Yes - 7 to 12 months ago	60	38	10	38	10	10	3	55	42	16	8	39	11	34	16	10	28	27	28	26	7
	6%	7%	5%	9% d	3%	10% d	4%	7%	8% i	4%	10% i	7%	7%	9% n	5%	10% n	7%	6%	8% s	5%	10% s
Yes - 13 to 18 months ago	40	24	7	18	13	5	3	33	24	12	4	24	6	19	12	4	16	19	16	19	3
	4%	4%	4%	4%	4%	5%	3%	4%	5%	3%	5%	4%	4%	5%	3%	5%	4%	4%	5%	4%	4%
Yes - 1.5 to 2 years ago	49	28	11	27	11	5	5	42	34	11	1	27	12	23	14	5	20	25	23	20	5
	5%	5%	6%	6% d	3%	5%	7%	5%	7% ij	3%	2%	5%	8% k	6%	4%	5%	5%	5%	7% s	4%	7%
Yes - 2 to 3 years ago	70	45	12	37	19	7	7	57	38	26	9	47	10	35	21	10	32	33	27	37	6
	7%	8%	6%	9% d	5%	7%	10%	7%	8%	7%	11%	8%	7%	9% n	6%	10%	8%	7%	8%	7%	9%
Yes - more than 3 years ago	174	114	34	97	50	11	15	146	106	53	9	115	17	90	42	12	72	81	77	75	7
	18%	20%	17%	23% de	14%	11%	20%	18%	21% ij	15%	11%	20% l	12%	23% no	12%	13%	18%	17%	22% st	14%	10%
No - never changed provider for this service	497	273	109	159	221	39	33	393	205	217	35	273	77	144	204	35	190	253	136	306	29
	51%	47%	56% a	38% ce	63%	39%	44%	49%	41% hj	60%	44%	46%	52%	37% mo	59%	36% p	47%	54%	39% rt	58%	40%
Don't know	13	8	1	6	4	1	2	10	8	4	3	8	1	4	4	1	6	4	4	6	2
	1%	1%	*%	1%	1%	1%	3%	1%	2%	1%	4% i	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1B. Have you or your household ever changed your gas provider? IF YES - When did you most recently change your gas provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's gas service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	1719	142	1012	689	1010	365	591	382	643	169	70	585	613	249	451	202	328	659	732
Effective Weighted Sample	1608	134	952	649	951	343	558	361	603	161	67	568	587	243	440	197	318	626	702
Total	980	76	581	404	588	204	350	225	365	102	46	408	328	110	198	88	227	407	346
Yes - in the last 6 months	79 8%	8 10%	51 9%	40 10%	54 9%	14 7%	36 10%	25 11% h	26 7%	18 18% gh	** **	38 9% mn	26 8%	6 5%	10 5%	5 5%	24 11% r	33 8%	22 6%
Yes - 7 to 12 months ago	60 6%	3 4%	38 7%	28 7%	39 7%	13 6%	25 7%	18 8% h	18 5%	11 10% h	** **	32 8% no	19 6% o	5 5%	7 4%	2 2%	15 6%	31 8% r	15 4%
Yes - 13 to 18 months ago	40 4%	3 3%	24 4%	16 4%	24 4%	10 5%	14 4%	13 6%	12 3%	7 7% h	** **	19 5% no	17 5% mno	2 2% o	2 1%	- -%	10 4%	19 5%	11 3%
Yes - 1.5 to 2 years ago	49 5%	5 7%	28 5%	20 5%	27 5%	8 4%	19 5%	13 6%	14 4%	5 5%	** **	25 6% no	17 5%	4 4%	6 3%	2 2%	12 5%	24 6%	13 4%
Yes - 2 to 3 years ago	70 7%	7 10%	45 8%	32 8%	47 8%	15 7%	28 8%	16 7%	28 8%	7 7%	** **	23 6% ko	30 9% ko	9 8%	13 7%	4 5%	11 5%	34 8% p	25 7%
Yes - more than 3 years ago	174 18%	15 20%	114 20%	72 18%	115 20%	47 23% f	62 18%	59 26% h	58 16%	20 20%	** **	57 14%	73 22% k	24 22% k	40 20% k	16 18%	21 9%	77 19% p	76 22% p
No - never changed provider for this service	497 51%	33 44%	273 47%	190 47%	273 46%	95 46%	160 46%	79 35%	202 55% gi	33 32%	** **	206 50% l	145 44%	58 53% l	117 59% kl	59 67% klm	129 57% q	185 45%	182 53% q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1B. Have you or your household ever changed your gas provider? IF YES - When did you most recently change your gas provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's gas service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	1719	142	1012	689	1010	365	591	382	643	169	70	585	613	249	451	202	328	659	732
Effective Weighted Sample	1608	134	952	649	951	343	558	361	603	161	67	568	587	243	440	197	318	626	702
Total	980	76	581	404	588	204	350	225	365	102	46	408	328	110	198	88	227	407	346
Don't know	13	2	8	6	8	3	5	2	7	1	**	8	1	1	2	1	6	5	2
	1%	3%	1%	1%	1%	1%	2%	1%	2%	1%	**	2%	1%	1%	1%	1%	3%	1%	1%
												l					r		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 249**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1B. Have you or your household ever changed your gas provider? IF YES - When did you most recently change your gas provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's gas service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	~n
Unweighted total	1719	823	896	394	523	360	442	917	802	1576	143	1453	151	94	21
Effective Weighted Sample	1608	771	839	380	498	351	415	865	748	1475	133	1358	142	88	20
Total	980	483	497	273	280	163	264	554	427	896	84	830	87	51	12
Yes - in the last 6 months	79	35	44	23	25	9	22	48	31	70	9	69	7	**	**
	8%	7%	9%	8%	9% e	5%	8%	9%	7%	8%	11%	8%	8%	**	**
Yes - 7 to 12 months ago	60	30	30	21	20	9	10	41	19	55	5	54	3	**	**
	6%	6%	6%	8% f	7% f	5%	4%	7% h	4%	6%	6%	6%	4%	**	**
Yes - 13 to 18 months ago	40	18	21	12	9	7	12	21	19	37	3	34	2	**	**
	4%	4%	4%	4%	3%	4%	5%	4%	4%	4%	3%	4%	2%	**	**
Yes - 1.5 to 2 years ago	49	24	25	18	11	6	14	29	20	48	1	40	2	**	**
	5%	5%	5%	7%	4%	4%	5%	5%	5%	5%	2%	5%	3%	**	**
Yes - 2 to 3 years ago	70	40	29	20	23	10	16	43	27	65	5	64	4	**	**
	7%	8% b	6%	7%	8%	6%	6%	8%	6%	7%	6%	8%	5%	**	**
Yes - more than 3 years ago	174	89	84	60	46	30	37	107	67	162	12	156	13	**	**
	18%	18%	17%	22% df	17%	18%	14%	19%	16%	18%	14%	19%	15%	**	**
No - never changed provider for this service	497	241	256	117	140	91	149	257	240	451	46	403	55	**	**
	51%	50%	52%	43%	50% c	56% c	56% c	46%	56% g	50%	54%	49%	62% k	**	**
Don't know	13	6	7	3	6	2	2	9	4	9	3	11	1	**	**
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	4% i	1%	1%	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BA. Did you make this change of provider for your gas at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed gas provider

	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX					
	INTER-				INTER-				INTER-				INTER-				INTER-					
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	~q	~r	s	t	
Unweighted total	811	173	97	232	170	170	123	270	179	128	95	212	205	187	114	241	173	49	54	188	255	
Effective Weighted Sample	762	161	91	219	160	159	116	254	169	120	89	200	194	176	107	227	163	46	50	177	241	
Total	471	96	54	132	99	97	72	158	108	75	57	122	120	105	68	140	106	29	32	107	150	
Yes	114	29	**	29	17	20	17	40	29	23	**	29	26	24	15	34	27	**	**	25	34	
	24%	30%	**	22%	17%	20%	24%	25%	27%	31%	**	24%	22%	23%	22%	25%	25%	**	**	23%	23%	
		d																				
No	354	68	**	102	82	76	54	118	79	51	**	93	93	80	52	105	80	**	**	82	115	
	75%	70%	**	77%	83%	78%	75%	75%	72%	69%	**	76%	77%	76%	77%	75%	75%	**	**	77%	77%	
		a																				
Don't know	3	-	**	1	1	1	1	1	*	*	**	-	1	1	1	1	1	-	**	**	-	1
	1%	-%	**	1%	1%	1%	1%	1%	1%	1%	**	-%	1%	1%	1%	1%	1%	-%	**	**	-%	1%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																						

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BA. Did you make this change of provider for your gas at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed gas provider

	LANDLINE			LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH										
	SIMPLE	STAND-	LAST 12 MONTHS	SIMPLE	STAND-	LAST 12 MONTHS	SIMPLE	STAND-	LAST 12 MONTHS	SIMPLE	STAND-	LAST 12 MONTHS	SIMPLE	STAND-	LAST 12 MONTHS	SIMPLE	STAND-	LAST 12 MONTHS											
	BUNDLE	ALONE		BUNDLE	ALONE		BUNDLE	ALONE		BUNDLE	ALONE		BUNDLE	ALONE		BUNDLE	ALONE		BUNDLE	ALONE									
Significance Level: 95%	Total	a	b	EVER	NEVER	c	d	e	~f	g	EVER	NEVER	h	i	~j	k	l	EVER	NEVER	m	n	o	p	q	EVER	NEVER	r	s	~t
Unweighted total	811	516	162	452	220	102	77	674	491	251	69	526	118	410	230	102	350	369	351	364	71								
Effective Weighted Sample	762	487	152	426	206	97	72	635	462	237	65	496	111	386	217	97	330	346	331	341	67								
Total	471	300	86	255	126	59	41	401	293	143	41	307	70	239	136	60	208	214	207	212	42								
Yes	114	69	17	47	38	14	**	101	75	31	**	71	19	53	37	14	48	52	44	55	**								
	24%	23%	20%	18%	30%	24%	**	25%	26%	22%	**	23%	28%	22%	27%	23%	23%	24%	21%	26%	**								
				c																									
No	354	230	68	207	88	45	**	298	215	112	**	235	50	185	98	46	159	159	162	155	**								
	75%	77%	80%	81%	70%	76%	**	74%	74%	78%	**	76%	72%	77%	72%	76%	77%	74%	78%	73%	**								
				d																									
Don't know	3	1	1	2	*	-	**	2	2	1	**	1	1	1	1	1	*	2	1	2	**								
	1%	*%	1%	1%	*%	-%	**	1%	1%	*%	**	*%	1%	*%	1%	1%	*%	1%	1%	1%	**								

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BA. Did you make this change of provider for your gas at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed gas provider

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r
Unweighted total	811	77	516	350	526	191	309	243	275	111	21	277	336	114	177	63	132	349	330
Effective Weighted Sample	762	72	487	330	496	180	292	231	258	106	20	269	321	111	173	61	129	331	315
Total	471	41	300	208	307	107	184	145	156	68	15	195	182	51	79	29	92	217	162
Yes	114	**	69	48	71	24	43	31	38	17	**	62	32	7	10	**	41	49	25
	24%	**	23%	23%	23%	23%	23%	21%	24%	25%	**	32%	18%	13%	12%	**	44%	22%	15%
												lmn					qr	r	
No	354	**	230	159	235	82	141	114	116	50	**	132	149	43	69	**	50	168	135
	75%	**	77%	77%	76%	76%	76%	79%	75%	75%	**	68%	82%	85%	86%	**	55%	77%	84%
												k	k	k	k		p	pq	
Don't know	3	**	1	*	1	1	*	-	1	-	**	1	1	1	1	**	1	*	2
	1%	**	*%	*%	*%	1%	*%	-%	1%	-%	**	*%	1%	2%	1%	**	1%	*%	1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BA. Did you make this change of provider for your gas at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed gas provider

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
		a	b	c	d	e	f	g	h	i	~j	k	~l	~m	~n
Significance Level: 95%															
Unweighted total	811	397	414	219	253	155	184	472	339	753	58	714	55	38	4
Effective Weighted Sample	762	373	389	213	242	152	174	447	317	707	55	669	53	36	4
Total	471	237	234	153	134	70	113	288	183	436	35	416	32	20	2
Yes	114	57	57	37	33	15	29	70	44	103	**	104	**	**	**
	24%	24%	25%	24%	25%	22%	25%	24%	24%	24%	**	25%	**	**	**
No	354	179	175	115	100	54	84	216	138	329	**	309	**	**	**
	75%	76%	75%	75%	75%	78%	74%	75%	75%	76%	**	74%	**	**	**
Don't know	3	1	2	1	1	*	1	2	1	3	**	3	**	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed gas provider in the last 12 months

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	230	45	15	59	68	38	22	99	60	35	17	54	87	43	23	74	63	13	8	44	93
Effective Weighted Sample	217	42	14	55	65	36	21	94	57	33	16	51	82	41	22	70	60	12	7	41	88
Total	138	26	8	34	42	23	12	61	37	22	10	32	52	24	15	44	40	8	5	26	56
Very easy	105	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly easy	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL EASY	133	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly difficult	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very difficult	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed gas provider in the last 12 months

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	~b	c	~d	~e	~f	g	h	~i	~j	k	~l	m	~n	~o	p	~q	r	~s	~t
Unweighted total	230	149	39	132	55	51	21	200	149	70	28	155	39	118	75	48	111	92	104	99	35
Effective Weighted Sample	217	141	36	124	52	48	20	189	141	67	27	147	37	111	71	46	105	87	98	93	33
Total	138	89	22	77	34	30	11	123	91	42	18	93	24	71	46	29	68	55	63	60	21
Very easy	105	68	**	58	**	**	**	93	69	**	**	70	**	54	**	**	54	**	52	**	**
	76%	76%	**	76%	**	**	**	76%	76%	**	**	75%	**	76%	**	**	80%	**	82%	**	**
Fairly easy	28	17	**	15	**	**	**	25	19	**	**	18	**	14	**	**	12	**	11	**	**
	20%	19%	**	20%	**	**	**	20%	21%	**	**	20%	**	20%	**	**	18%	**	17%	**	**
TOTAL EASY	133	85	**	73	**	**	**	118	88	**	**	88	**	68	**	**	67	**	62	**	**
	96%	95%	**	96%	**	**	**	96%	97%	**	**	95%	**	96%	**	**	98%	**	98%	**	**
Fairly difficult	3	2	**	2	**	**	**	3	2	**	**	2	**	2	**	**	1	**	-	**	**
	2%	2%	**	2%	**	**	**	2%	2%	**	**	2%	**	3%	**	**	1%	**	-%	**	**
Very difficult	2	1	**	2	**	**	**	2	1	**	**	2	**	1	**	**	*	**	1	**	**
	1%	2%	**	2%	**	**	**	1%	1%	**	**	2%	**	1%	**	**	1%	**	2%	**	**
TOTAL DIFFICULT	5	4	**	3	**	**	**	5	3	**	**	4	**	3	**	**	1	**	1	**	**
	4%	4%	**	4%	**	**	**	4%	3%	**	**	4%	**	4%	**	**	2%	**	2%	**	**
Don't know	*	*	**	-	**	**	**	*	-	**	**	*	**	-	**	**	-	**	-	**	**
	*%	1%	**	-%	**	**	**	*%	-%	**	**	1%	**	-%	**	**	-%	**	-%	**	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed gas provider in the last 12 months

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	c	d	~e	f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	q	~r
Unweighted total	230	21	149	111	155	47	100	72	75	47	8	99	84	24	39	15	56	100	74
Effective Weighted Sample	217	20	141	105	147	44	95	68	71	45	8	97	80	24	38	15	55	95	71
Total	138	11	89	68	93	27	61	44	43	29	6	70	45	11	18	7	39	64	36
Very easy	105	**	68	54	70	**	50	**	**	**	**	**	**	**	**	**	**	50	**
	76%	**	76%	80%	75%	**	82%	**	**	**	**	**	**	**	**	**	**	78%	**
Fairly easy	28	**	17	12	18	**	11	**	**	**	**	**	**	**	**	**	**	12	**
	20%	**	19%	18%	20%	**	17%	**	**	**	**	**	**	**	**	**	**	19%	**
TOTAL EASY	133	**	85	67	88	**	60	**	**	**	**	**	**	**	**	**	**	62	**
	96%	**	95%	98%	95%	**	99%	**	**	**	**	**	**	**	**	**	**	97%	**
Fairly difficult	3	**	2	1	2	**	1	**	**	**	**	**	**	**	**	**	**	1	**
	2%	**	2%	1%	2%	**	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Very difficult	2	**	1	*	2	**	-	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	2%	1%	2%	**	-%	**	**	**	**	**	**	**	**	**	**	2%	**
TOTAL DIFFICULT	5	**	4	1	4	**	1	**	**	**	**	**	**	**	**	**	**	2	**
	4%	**	4%	2%	4%	**	1%	**	**	**	**	**	**	**	**	**	**	3%	**
Don't know	*	**	*	-	*	**	-	**	**	**	**	**	**	**	**	**	**	-	**
	*%	**	1%	-%	1%	**	-%	**	**	**	**	**	**	**	**	**	**	-%	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 251**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed gas provider in the last 12 months

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	~c	~d	~e	~f	g	~h	i	~j	k	~l	~m	~n
Unweighted total	230	106	124	62	82	38	48	144	86	209	21	201	19	10	-
Effective Weighted Sample	217	100	117	60	79	37	46	137	80	197	20	190	18	10	-
Total	138	65	73	44	45	17	33	88	50	125	14	122	10	6	-
Very easy	105	52	53	**	**	**	**	67	**	97	**	95	**	**	**
	76%	80%	72%	**	**	**	**	76%	**	78%	**	77%	**	**	**
Fairly easy	28	11	17	**	**	**	**	17	**	23	**	24	**	**	**
	20%	17%	23%	**	**	**	**	19%	**	19%	**	20%	**	**	**
TOTAL EASY	133	63	70	**	**	**	**	84	**	120	**	119	**	**	**
	96%	97%	95%	**	**	**	**	95%	**	96%	**	97%	**	**	**
Fairly difficult	3	1	2	**	**	**	**	3	**	2	**	2	**	**	**
	2%	2%	3%	**	**	**	**	3%	**	2%	**	2%	**	**	**
Very difficult	2	1	1	**	**	**	**	2	**	1	**	1	**	**	**
	1%	1%	1%	**	**	**	**	2%	**	1%	**	1%	**	**	**
TOTAL DIFFICULT	5	2	3	**	**	**	**	4	**	4	**	3	**	**	**
	4%	3%	4%	**	**	**	**	5%	**	3%	**	3%	**	**	**
Don't know	*	-	*	**	**	**	**	*	**	*	**	-	**	**	**
	*%	-%	1%	**	**	**	**	1%	**	*%	**	-%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 252**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1BC. How easy or difficult was it to change gas provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by UTILITIES SWITCHING ACTIVITY**

Base : Those who have changed gas provider in the last 12 months

	Total	SWITCHED ELECTRICITY		SWITCHED GAS		SWITCHED CAR		SWITCHED BANK	
		MOVING	NOT	MOVING	NOT	MOVING	NOT	MOVING	NOT
Significance Level: 95%		~a	b	~c	d	~e	f	~g	~h
Unweighted total	230	56	170	59	171	12	145	9	75
Effective Weighted Sample	217	53	160	56	161	11	137	8	71
Total	138	35	101	37	102	7	86	5	46
Very easy	105	**	79	**	80	**	68	**	**
	76%	**	78%	**	79%	**	79%	**	**
Fairly easy	28	**	21	**	20	**	15	**	**
	20%	**	21%	**	20%	**	18%	**	**
TOTAL EASY	133	**	100	**	100	**	83	**	**
	96%	**	99%	**	99%	**	97%	**	**
Fairly difficult	3	**	-	**	-	**	2	**	**
	2%	**	-%	**	-%	**	2%	**	**
Very difficult	2	**	1	**	1	**	*	**	**
	1%	**	1%	**	1%	**	*%	**	**
TOTAL DIFFICULT	5	**	1	**	1	**	2	**	**
	4%	**	1%	**	1%	**	2%	**	**
Don't know	*	**	*	**	*	**	*	**	**
	*%	**	*%	**	*%	**	1%	**	**

Columns Tested: a,b - c,d - e,f - g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's car insurance service

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r	s	t
Unweighted total	1505	342	199	407	260	332	294	460	301	270	199	367	316	348	243	411	255	95	123	357	390
Effective Weighted Sample	1412	320	187	382	245	312	275	433	285	252	188	345	298	327	227	386	241	89	115	335	368
Total	864	190	109	229	150	187	169	269	182	151	118	213	185	193	140	234	155	51	70	204	229
Yes - in the last 6 months	109	20	6	29	23	17	14	43	31	16	7	26	34	24	11	27	25	**	6	19	37
	13%	10%	5%	13%	15%	9%	8%	16%	17%	11%	6%	12%	18%	12%	8%	11%	16%	**	8%	10%	16%
		b		b	b			ef	ef			j	ijk			n					rs
Yes - 7 to 12 months ago	191	39	16	57	48	34	27	70	51	35	19	47	58	36	28	61	42	**	13	47	64
	22%	21%	15%	25%	32%	18%	16%	26%	28%	23%	16%	22%	32%	19%	20%	26%	27%	**	18%	23%	28%
				b	abc			ef	ef				ijk			m	m				r
Yes - 13 to 18 months ago	56	15	8	11	7	13	15	18	9	9	9	12	12	10	10	17	11	**	6	10	14
	7%	8%	7%	5%	4%	7%	9%	7%	5%	6%	8%	6%	6%	5%	7%	7%	7%	**	8%	5%	6%
Yes - 1.5 to 2 years ago	78	15	12	21	14	21	16	18	19	11	14	23	15	15	14	18	17	**	6	22	21
	9%	8%	11%	9%	9%	11%	9%	7%	10%	7%	12%	11%	8%	8%	10%	8%	11%	**	9%	11%	9%
						g			g												
Yes - 2 to 3 years ago	66	15	9	24	6	15	13	22	13	10	12	15	11	16	14	14	10	**	6	20	13
	8%	8%	8%	10%	4%	8%	8%	8%	7%	6%	11%	7%	6%	8%	10%	6%	6%	**	9%	10%	6%
		d		d											o					t	
Yes - more than 3 years ago	135	27	26	31	24	34	32	41	20	24	19	39	22	34	20	40	22	**	13	31	32
	16%	14%	24%	14%	16%	18%	19%	15%	11%	16%	16%	18%	12%	18%	14%	17%	14%	**	19%	15%	14%
			acd			h	h					l									
No - never changed provider for this service	216	57	31	53	26	49	51	56	38	44	37	49	31	55	40	56	27	**	20	52	45
	25%	30%	28%	23%	18%	26%	30%	21%	21%	29%	32%	23%	17%	29%	29%	24%	18%	**	28%	25%	20%
		cd	d				gh			l	kl			p	p						
Don't know	14	3	1	3	2	5	2	3	1	3	-	3	2	2	3	3	2	**	*	3	3
	2%	1%	1%	1%	1%	3%	1%	1%	1%	2%	-%	1%	1%	1%	2%	1%	1%	**	1%	1%	1%
						h															

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider?**  
by ALL MARKET CROSS-BREAKS

Base : Those responsible for the household's car insurance service

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH							
		BUNDLE	ALONE	EVER	NEVER	MONTHS	BUNDLE	ALONE	EVER	NEVER	MONTHS	BUNDLE	ALONE	EVER	NEVER	MONTHS	BUNDLE	ALONE	EVER	NEVER	MONTHS					
																						LAST	LAST	LAST	LAST	LAST
																						12	12	12	12	12
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t					
Unweighted total	1505	913	303	680	528	156	132	1268	810	577	124	925	232	628	524	160	583	678	514	743	103					
Effective Weighted Sample	1412	859	284	640	493	147	124	1194	763	542	117	870	218	592	491	151	549	636	484	696	98					
Total	864	524	159	383	295	88	72	742	480	327	72	535	136	365	302	91	343	382	301	421	62					
Yes - in the last 6 months	109	62	17	42	35	17	11	94	72	32	14	63	20	44	38	17	41	45	37	49	14					
	13%	12%	11%	11%	12%	20% cd	15%	13%	15% i	10%	19% i	12%	15%	12%	13%	18% m	12%	12%	12%	12%	22% rs					
Yes - 7 to 12 months ago	191	126	34	97	63	24	17	166	114	68	19	127	32	93	67	23	86	80	76	91	11					
	22%	24%	22%	25%	21%	27%	24%	22%	24%	21%	27%	24%	23%	25%	22%	25%	25%	21%	25%	22%	18%					
Yes - 13 to 18 months ago	56	34	8	29	11	7	6	49	32	22	6	34	9	28	13	7	24	24	21	26	4					
	7%	6%	5%	8% d	4%	8% d	8%	7%	7%	7%	8%	6%	6%	8% n	4%	8%	7%	6%	7%	6%	6%					
Yes - 1.5 to 2 years ago	78	49	14	44	18	6	6	68	46	27	3	50	13	42	20	10	30	34	32	32	5					
	9%	9%	9%	11% d	6%	7%	8%	9%	10% j	8%	4%	9%	9%	12% n	7%	11% n	9%	9%	11%	8%	8%					
Yes - 2 to 3 years ago	66	41	13	31	22	3	4	60	42	21	4	41	7	25	23	2	23	33	18	36	2					
	8%	8%	8%	8%	8%	4%	5%	8%	9%	6%	5%	8%	6%	7%	8% o	3%	7%	9%	6%	9%	3%					
Yes - more than 3 years ago	135	81	28	66	43	10	13	115	80	47	8	85	20	65	40	14	51	64	56	59	11					
	16%	15%	18%	17%	15%	12%	17%	16%	17%	14%	11%	16%	15%	18% n	13%	15%	15%	17%	19% s	14%	18%					
No - never changed provider for this service	216	126	41	70	96	19	16	180	90	103	18	128	34	64	97	16	83	95	55	123	14					
	25%	24%	26%	18%	33% ce	22%	22%	24%	19%	32% h	25%	24%	25%	18%	32% mo	18%	24%	25%	18%	29% r	23%					
Don't know	14	6	4	4	5	1	*	10	5	6	1	7	1	4	4	1	4	5	5	4	1					
	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%					
Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t																										

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's car insurance service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	1505	132	913	583	925	368	513	356	565	171	65	541	569	201	330	129	305	607	593
Effective Weighted Sample	1412	124	859	549	870	345	485	336	530	162	62	525	544	197	322	126	295	575	569
Total	864	72	524	343	535	204	304	210	318	102	41	375	301	90	147	57	207	373	285
Yes - in the last 6 months	109 13%	11 15%	62 12%	41 12%	63 12%	25 12%	35 12%	25 12%	35 11%	16 15%	** **	54 14% o	36 12%	11 13%	15 10%	3 6%	30 14% r	52 14% r	28 10%
Yes - 7 to 12 months ago	191 22%	17 24%	126 24%	86 25%	127 24%	44 22%	78 25%	54 26%	67 21%	33 32% h	** **	95 25% lmn	61 20%	15 17%	26 18%	11 19%	52 25% r	92 25% r	47 17%
Yes - 13 to 18 months ago	56 7%	6 8%	34 6%	24 7%	34 6%	11 5%	22 7%	18 8%	18 6%	9 9%	** **	25 7%	22 7% no	4 5%	5 4%	1 2%	19 9% r	22 6%	15 5%
Yes - 1.5 to 2 years ago	78 9%	6 8%	49 9%	30 9%	50 9%	21 10%	26 9%	23 11%	26 8%	10 10%	** **	35 9% mn	33 11% mno	4 4%	7 5%	3 5%	14 7%	38 10%	25 9%
Yes - 2 to 3 years ago	66 8%	4 5%	41 8%	23 7%	41 8%	19 9%	21 7%	14 7%	28 9% i	3 3%	** **	26 7%	26 9%	9 10%	14 10%	5 9%	9 4%	26 7%	31 11% pq
Yes - more than 3 years ago	135 16%	13 17%	81 15%	51 15%	85 16%	33 16%	48 16%	47 23% h	35 11%	16 16%	** **	40 11%	57 19% k	23 25% k	35 24% k	13 22% k	17 8%	52 14% p	65 23% pq
No - never changed provider for this service	216 25%	16 22%	126 24%	83 24%	128 24%	48 24%	72 24%	25 12%	105 33% gi	13 13%	** **	92 25%	64 21%	23 25%	41 28% l	19 32% l	63 30% q	84 23%	69 24%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's car insurance service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r
Unweighted total	1505	132	913	583	925	368	513	356	565	171	65	541	569	201	330	129	305	607	593
Effective Weighted Sample	1412	124	859	549	870	345	485	336	530	162	62	525	544	197	322	126	295	575	569
Total	864	72	524	343	535	204	304	210	318	102	41	375	301	90	147	57	207	373	285
Don't know	14	*	6	4	7	3	2	2	5	1	**	7	3	1	3	2	4	6	4
	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	2%	1%	1%	2%	4%	2%	2%	1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 253**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1C. Have you or your household ever changed your car insurance provider? IF YES - When did you most recently change your car insurance provider?  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's car insurance service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	~n
Unweighted total	1505	784	721	398	527	346	234	925	580	1286	219	1259	120	82	44
Effective Weighted Sample	1412	735	679	386	503	338	221	875	547	1207	205	1181	113	77	41
Total	864	465	399	281	285	158	140	566	298	740	124	725	71	44	25
Yes - in the last 6 months	109	58	51	42	35	17	15	77	32	92	17	92	8	**	**
	13%	12%	13%	15%	12%	11%	11%	14%	11%	12%	13%	13%	11%	**	**
Yes - 7 to 12 months ago	191	108	82	65	61	31	33	127	64	163	28	165	13	**	**
	22%	23%	21%	23%	21%	20%	24%	22%	22%	22%	23%	23%	18%	**	**
Yes - 13 to 18 months ago	56	28	29	15	24	10	8	39	18	49	7	46	3	**	**
	7%	6%	7%	5%	8%	6%	6%	7%	6%	7%	6%	6%	5%	**	**
Yes - 1.5 to 2 years ago	78	44	34	21	34	17	6	55	23	67	11	64	7	**	**
	9%	9%	8%	8%	12% cf	10% f	4%	10%	8%	9%	9%	9%	9%	**	**
Yes - 2 to 3 years ago	66	35	31	27	17	11	11	44	22	58	8	56	6	**	**
	8%	8%	8%	10% d	6%	7%	8%	8%	7%	8%	7%	8%	9%	**	**
Yes - more than 3 years ago	135	76	59	55	38	22	19	93	42	120	15	119	11	**	**
	16%	16%	15%	20% de	13%	14%	14%	16%	14%	16%	12%	16%	15%	**	**
No - never changed provider for this service	216	111	105	52	70	49	44	123	93	179	37	172	23	**	**
	25%	24%	26%	19%	25% c	31% cd	31% c	22%	31% g	24%	30%	24%	32%	**	**
Don't know	14	5	9	3	5	1	4	9	5	12	2	11	1	**	**
	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%	1%	2%	1%	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed car insurance provider

	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX				
	INTER-				INTER-				INTER-				INTER-				INTER-				
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	~r	s	t
Unweighted total	1092	226	138	305	213	236	200	357	236	184	133	277	259	240	166	307	207	59	85	260	309
Effective Weighted Sample	1027	212	129	288	200	222	188	337	223	172	126	261	244	226	156	289	196	55	80	244	292
Total	634	131	77	173	121	133	116	211	143	104	80	161	152	136	97	176	126	33	50	150	181
Yes	32	5	4	7	6	4	7	15	6	11	1	7	4	7	3	11	6	**	**	7	9
	5%	4%	5%	4%	5%	3%	6%	7%	4%	10%	2%	5%	3%	5%	3%	6%	5%	**	**	4%	5%
								e		jkl											
No	601	126	73	166	115	128	110	195	137	92	79	154	148	129	93	165	120	**	**	143	172
	95%	96%	95%	96%	95%	96%	94%	93%	96%	89%	98%	95%	97%	95%	96%	94%	95%	**	**	96%	95%
								i		i	i										
Don't know	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	**	**	-	-
	%	1%	-%	-%	-%	1%	-%	-%	-%	1%	-%	-%	-%	-%	1%	-%	-%	**	**	-%	-%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed car insurance provider

		LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12	
		BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	~j	k	l	m	n	o	p	q	r	s	~t
Unweighted total	1092	677	212	541	341	120	101	937	647	382	92	687	170	510	343	129	431	493	408	512	78
Effective Weighted Sample	1027	638	199	509	320	113	95	883	610	360	87	647	160	480	322	122	407	463	385	481	74
Total	634	392	114	309	193	68	56	553	385	218	53	400	100	297	200	73	256	281	241	293	47
Yes	32	18	4	12	9	4	2	30	13	19	**	16	7	9	14	3	16	11	10	16	**
	5%	5%	3%	4%	5%	6%	3%	6%	3%	9%	**	4%	7%	3%	7%	5%	6%	4%	4%	5%	**
										h					m						
No	601	374	110	296	184	63	54	522	372	198	**	383	93	287	186	69	239	270	230	277	**
	95%	95%	97%	96%	95%	93%	97%	94%	97%	91%	**	96%	93%	97%	93%	94%	94%	96%	95%	95%	**
									i					n							
Don't know	1	1	-	1	-	1	-	1	-	1	**	1	-	1	-	1	1	-	1	-	**
	*%	*%	-%	*%	-%	1%	-%	*%	-%	*%	**	*%	-%	*%	-%	1%	*%	-%	*%	-%	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed car insurance provider

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n	~o	p	q	r
Unweighted total	1092	101	677	431	687	275	383	308	367	147	33	395	438	145	226	81	204	455	433
Effective Weighted Sample	1027	95	638	407	647	258	363	291	345	139	32	383	419	142	221	79	197	432	415
Total	634	56	392	256	400	153	229	182	208	87	22	276	235	66	102	37	140	283	212
Yes	32	2	18	16	16	3	13	8	10	4	**	17	11	2	3	**	10	14	8
	5%	3%	5%	6%	4%	2%	6% e	4%	5%	5%	**	6%	5%	4%	3%	**	7%	5%	4%
No	601	54	374	239	383	150	216	173	197	83	**	258	224	63	100	**	130	268	203
	95%	97%	95%	94%	96%	98% f	94%	95%	95%	94%	**	93%	95%	96%	97% k	**	93%	95%	96%
Don't know	1	-	1	1	1	-	1	1	-	1	**	1	-	-	-	**	1	-	-
	*%	-%	*%	*%	*%	-%	*%	*%	-%	1%	**	*%	-%	-%	-%	**	1%	-%	-%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 254**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CA. Did you make this change of provider for your car insurance at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed car insurance provider

	Total	GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	~l	~m	~n
Unweighted total	1092	584	508	319	387	235	151	706	386	943	149	925	81	58	28
Effective Weighted Sample	1027	548	480	310	370	230	143	669	364	887	140	869	77	55	26
Total	634	350	285	225	209	108	92	435	200	549	86	541	48	30	16
Yes	32	18	15	10	13	7	3	23	10	28	4	27	**	**	**
	5%	5%	5%	4%	6%	6%	3%	5%	5%	5%	5%	5%	**	**	**
No	601	332	270	216	197	101	88	412	189	520	81	513	**	**	**
	95%	95%	95%	96%	94%	94%	96%	95%	95%	95%	95%	95%	**	**	**
Don't know	1	-	1	-	-	-	1	-	1	1	-	1	**	**	**
	*%	-%	*%	-%	-%	-%	1%	-%	*%	*%	-%	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by ALL MARKET CROSS-BREAKS

Base : Those who have changed car insurance provider in the last 12 months

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	c	d	~e	~f	g	h	~i	~j	k	l	m	~n	o	p	~q	~r	s	t
Significance Level: 95%																					
Unweighted total	502	99	41	146	121	92	71	186	129	88	45	121	152	102	66	151	108	23	31	112	167
Effective Weighted Sample	472	93	39	138	114	86	67	176	122	82	43	115	144	97	62	141	102	22	29	105	158
Total	300	59	22	86	71	51	42	112	82	51	26	73	92	60	38	88	67	13	18	67	100
Very easy	219	**	**	66	54	**	**	87	62	**	**	62	69	44	**	67	55	**	**	50	77
	73%	**	**	77%	76%	**	**	77%	75%	**	**	85%	75%	74%	**	76%	83%	**	**	76%	77%
Fairly easy	68	**	**	17	14	**	**	21	18	**	**	10	18	13	**	17	11	**	**	15	19
	23%	**	**	20%	20%	**	**	19%	22%	**	**	13%	19%	21%	**	19%	17%	**	**	23%	19%
TOTAL EASY	287	**	**	83	68	**	**	108	80	**	**	72	87	57	**	84	66	**	**	66	97
	96%	**	**	97%	95%	**	**	96%	97%	**	**	99%	95%	95%	**	95%	99%	**	**	99%	97%
Fairly difficult	7	**	**	*	2	**	**	3	1	**	**	*	2	2	**	1	-	**	**	-	2
	2%	**	**	1%	3%	**	**	2%	2%	**	**	1%	3%	4%	**	2%	-%	**	**	-%	2%
Very difficult	3	**	**	1	1	**	**	1	1	**	**	1	3	1	**	2	*	**	**	1	2
	1%	**	**	1%	2%	**	**	1%	1%	**	**	1%	3%	1%	**	2%	1%	**	**	1%	2%
TOTAL DIFFICULT	11	**	**	1	3	**	**	4	2	**	**	1	5	3	**	4	*	**	**	1	3
	4%	**	**	2%	5%	**	**	3%	3%	**	**	1%	5%	5%	**	4%	1%	**	**	1%	3%
Don't know	2	**	**	1	-	**	**	1	-	**	**	-	-	-	**	1	-	**	**	*	-
	1%	**	**	1%	-%	**	**	1%	-%	**	**	-%	-%	-%	**	1%	-%	**	**	1%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by ALL MARKET CROSS-BREAKS

Base : Those who have changed car insurance provider in the last 12 months

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	~b	c	d	~e	~f	g	h	i	~j	k	~l	m	n	~o	p	q	r	s	~t
Unweighted total	502	317	93	240	167	72	49	432	302	176	55	319	87	231	175	67	212	215	188	239	41
Effective Weighted Sample	472	299	87	226	157	68	46	407	285	165	52	301	82	218	165	63	200	202	177	225	39
Total	300	188	51	140	98	41	28	260	186	100	33	190	52	137	105	39	127	126	113	140	25
Very easy	219	142	**	104	73	**	**	194	137	75	**	141	**	106	76	**	95	95	87	103	**
	73%	75%	**	74%	74%	**	**	75%	74%	75%	**	74%	**	77%	73%	**	74%	75%	76%	74%	**
Fairly easy	68	40	**	31	22	**	**	56	40	23	**	42	**	26	24	**	29	26	22	33	**
	23%	21%	**	22%	22%	**	**	21%	22%	23%	**	22%	**	19%	23%	**	23%	20%	19%	23%	**
TOTAL EASY	287	182	**	135	95	**	**	249	178	98	**	183	**	132	100	**	124	120	109	136	**
	96%	97%	**	97%	96%	**	**	96%	95%	98%	**	96%	**	96%	96%	**	97%	96%	96%	97%	**
Fairly difficult	7	5	**	4	1	**	**	7	6	*	**	5	**	5	1	**	2	3	2	2	**
	2%	2%	**	3%	1%	**	**	3%	3%	*%	**	2%	**	3%	1%	**	1%	3%	2%	2%	**
									i												
Very difficult	3	1	**	*	2	**	**	2	2	*	**	2	**	*	3	**	2	2	2	1	**
	1%	1%	**	*%	2%	**	**	1%	1%	*%	**	1%	**	*%	2%	**	1%	1%	2%	1%	**
TOTAL DIFFICULT	11	6	**	4	3	**	**	9	8	1	**	7	**	5	3	**	3	5	4	4	**
	4%	3%	**	3%	3%	**	**	3%	4%	1%	**	3%	**	4%	3%	**	2%	4%	4%	3%	**
									i												
Don't know	2	*	**	*	1	**	**	2	1	1	**	*	**	-	1	**	*	1	*	1	**
	1%	*%	**	*%	1%	**	**	1%	*%	1%	**	*%	**	-%	1%	**	*%	*%	*%	*%	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed car insurance provider in the last 12 months

	Total	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE		LAST 12 MONTHS	AGE						AGE(2)		
		MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i	~j	k	l	~m	~n	~o	p	q	r
Unweighted total	502	49	317	212	319	118	188	129	178	78	19	212	182	57	89	32	116	230	156
Effective Weighted Sample	472	46	299	200	301	111	177	122	167	74	18	206	174	56	87	31	113	218	150
Total	300	28	188	127	190	69	113	80	102	49	13	149	97	26	41	14	81	143	75
Very easy	219	**	142	95	141	51	85	58	77	**	**	108	77	**	**	**	59	107	53
	73%	**	75%	74%	74%	74%	75%	73%	76%	**	**	73%	79%	**	**	**	72%	75%	71%
Fairly easy	68	**	40	29	42	14	25	19	21	**	**	33	19	**	**	**	20	30	19
	23%	**	21%	23%	22%	21%	22%	24%	20%	**	**	22%	19%	**	**	**	24%	21%	25%
TOTAL EASY	287	**	182	124	183	65	110	77	98	**	**	141	96	**	**	**	78	137	72
	96%	**	97%	97%	96%	95%	98%	96%	96%	**	**	95%	98%	**	**	**	96%	96%	96%
Fairly difficult	7	**	5	2	5	3	2	1	3	**	**	5	1	**	**	**	2	4	1
	2%	**	2%	1%	2%	4%	1%	2%	3%	**	**	3%	1%	**	**	**	3%	3%	2%
Very difficult	3	**	1	2	2	1	1	2	1	**	**	2	*	**	**	**	*	2	1
	1%	**	1%	1%	1%	1%	1%	2%	1%	**	**	1%	*%	**	**	**	1%	1%	1%
TOTAL DIFFICULT	11	**	6	3	7	4	2	3	4	**	**	7	2	**	**	**	3	6	2
	4%	**	3%	2%	3%	5%	2%	4%	4%	**	**	5%	2%	**	**	**	3%	4%	3%
Don't know	2	**	*	*	*	-	*	-	*	**	**	1	-	**	**	**	1	1	*
	1%	**	*%	*%	*%	-%	*%	-%	*%	**	**	1%	-%	**	**	**	1%	1%	1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 255**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by ALL MARKET CROSS-BREAKS

Base : Those who have changed car insurance provider in the last 12 months

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	~j	k	~l	~m	~n
Unweighted total	502	270	232	148	172	105	77	320	182	425	77	430	33	28	11
Effective Weighted Sample	472	253	220	144	165	103	73	305	171	400	72	404	31	27	10
Total	300	166	133	107	97	48	48	204	96	255	45	257	21	16	6
Very easy	219	119	100	83	64	37	**	147	72	185	**	190	**	**	**
	73%	72%	75%	77% d	66%	76%	**	72%	76%	72%	**	74%	**	**	**
Fairly easy	68	41	27	22	27	11	**	49	19	60	**	57	**	**	**
	23%	25%	21%	20%	28%	22%	**	24%	20%	24%	**	22%	**	**	**
TOTAL EASY	287	160	127	105	91	47	**	196	91	245	**	247	**	**	**
	96%	96%	96%	97%	95%	98%	**	96%	95%	96%	**	96%	**	**	**
Fairly difficult	7	5	3	2	3	*	**	5	2	7	**	7	**	**	**
	2%	3%	2%	2%	3%	1%	**	2%	3%	3%	**	3%	**	**	**
Very difficult	3	2	1	1	1	*	**	2	1	1	**	2	**	**	**
	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	**	1%	**	**	**
TOTAL DIFFICULT	11	6	4	3	4	1	**	7	4	9	**	9	**	**	**
	4%	4%	3%	3%	4%	2%	**	3%	4%	3%	**	4%	**	**	**
Don't know	2	-	2	-	1	-	**	1	1	1	**	1	**	**	**
	1%	-%	1%	-%	1%	-%	**	1%	1%	*%	**	*%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 256**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1CC. How easy or difficult was it to change car insurance provider? IF SWITCHED MORE THAN ONCE - Please think about the last time.**  
by UTILITIES SWITCHING ACTIVITY

Base : Those who have changed car insurance provider in the last 12 months

	Total	SWITCHED ELECTRICITY		SWITCHED GAS		SWITCHED CAR		SWITCHED BANK	
		MOVING	NOT	MOVING	NOT	MOVING	NOT	MOVING	NOT
Significance Level: 95%		~a	b	~c	d	~e	f	~g	h
Unweighted total	502	58	244	55	205	28	474	17	134
Effective Weighted Sample	472	55	231	52	193	27	446	16	127
Total	300	37	141	35	119	17	282	10	82
Very easy	219	**	106	**	86	**	205	**	64
	73%	**	75%	**	72%	**	73%	**	79%
Fairly easy	68	**	30	**	27	**	66	**	14
	23%	**	21%	**	23%	**	23%	**	18%
TOTAL EASY	287	**	136	**	113	**	271	**	79
	96%	**	96%	**	95%	**	96%	**	96%
Fairly difficult	7	**	4	**	4	**	7	**	3
	2%	**	3%	**	3%	**	3%	**	3%
Very difficult	3	**	1	**	1	**	3	**	*
	1%	**	1%	**	1%	**	1%	**	1%
TOTAL DIFFICULT	11	**	5	**	5	**	11	**	3
	4%	**	4%	**	4%	**	4%	**	4%
Don't know	2	**	*	**	*	**	1	**	-
	1%	**	*%	**	*%	**	*%	**	-%

Columns Tested: a,b - c,d - e,f - g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.**  
by ALL MARKET CROSS-BREAKS

Base : Those responsible for the household's bank account service

	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX				
	Total	INTER-		INTER-		INTER-		INTER-		INTER-		INTER-		INTER-							
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2258	453	249	535	303	471	376	743	437	322	238	443	372	505	311	546	309	122	140	445	456
Effective Weighted Sample	2118	423	233	502	285	442	353	702	415	301	224	417	351	473	291	512	292	114	131	418	430
Total	1309	244	134	293	174	268	218	447	269	181	139	258	219	278	181	309	189	65	79	252	268
Yes - in the last 6 months	23 2%	6 3% b	- -%	5 2% b	4 2% b	4 2%	3 1%	7 2%	6 2%	5 3%	2 2%	3 1%	7 3% k	2 1%	3 2%	6 2%	7 4% m	2 4%	1 1%	5 2%	8 3%
Yes - 7 to 12 months ago	20 1%	3 1%	- -%	4 1% abc	7 4% abc	1 *%	3 2% e	8 2% e	7 2% e	2 1%	- -%	2 1%	10 5% ijk	2 1%	* *%	2 1%	9 5% mno	* 1%	- -%	1 1%	7 3% rs
Yes - 13 to 18 months ago	13 1%	2 1%	1 1%	3 1%	2 1%	3 1%	4 2%	5 1%	2 1%	2 1%	1 *%	3 1%	3 1%	3 1%	* *%	4 1%	3 1%	* 1%	1 1%	4 1%	1 *%
Yes - 1.5 to 2 years ago	19 1%	3 1%	2 1%	5 2%	4 2%	2 1%	2 1%	6 1%	7 3% ef	2 1%	2 1%	5 2%	3 2%	3 1%	1 *%	5 1%	3 2%	1 1%	1 1%	4 2%	3 1%
Yes - 2 to 3 years ago	34 3%	5 2%	3 2%	9 3%	5 3%	5 2%	6 3%	10 2%	11 4% e	5 3%	2 1%	7 3%	6 3%	4 1%	4 2%	6 2%	9 5% mo	2 4%	2 2%	5 2%	7 3%
Yes - more than 3 years ago	183 14%	29 12%	27 20% a	46 16%	31 18% a	34 13%	32 15%	72 16%	36 13%	23 12%	21 15%	49 19% i	40 18% i	47 17% n	21 12%	50 16%	31 16%	7 11%	11 13%	40 16%	52 20% q
No - never changed provider for this service	1010 77%	196 80% cd	100 74%	219 75%	122 70%	218 81% gh	167 77%	338 76%	198 74%	140 77% l	111 80% kl	187 72%	150 68%	217 78% p	150 83% op	235 76% p	127 67%	52 80% t	65 82% t	191 76%	189 70%
Don't know	7 1%	* *%	1 1%	3 1%	- -%	2 1%	1 1%	1 *%	2 1%	1 1%	- -%	1 1%	- -%	1 *%	1 1%	1 *%	1 *%	- -%	- -%	2 1%	1 *%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's bank account service

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2258	1097	452	821	719	194	156	1887	1148	879	198	1093	290	739	636	191	696	980	634	1037	133
Effective Weighted Sample	2118	1031	423	772	670	183	147	1780	1084	827	188	1028	273	697	596	180	654	916	597	969	126
Total	1309	623	228	457	389	110	84	1127	694	507	119	631	171	428	368	109	404	555	370	586	80
Yes - in the last 6 months	23 2%	15 2% b	1 *% b	11 2%	5 1%	5 4% d	4 4% g	17 2%	14 2%	6 1%	5 4% i	14 2%	3 2%	10 2%	7 2%	5 5%	9 2%	8 1%	6 2%	11 2%	2 2%
Yes - 7 to 12 months ago	20 1%	9 1%	5 2%	10 2%	4 1%	4 4% d	1 1%	19 2%	15 2% i	4 1%	5 4% i	9 1%	6 3% k	13 3% n	2 *% n	4 3% n	5 1%	8 1%	9 2% s	4 1%	1 2%
Yes - 13 to 18 months ago	13 1%	5 1%	2 1%	4 1%	3 1%	2 2%	* 1%	13 1%	10 1%	3 1%	1 1%	6 1%	3 2%	6 1%	3 1%	1 1%	4 1%	6 1%	7 2% s	3 *% s	1 1%
Yes - 1.5 to 2 years ago	19 1%	7 1%	6 3% a	9 2%	4 1%	3 3%	* 1%	17 1%	10 2%	7 1%	- -%	8 1%	4 2%	8 2%	4 1%	4 4% n	3 1%	8 1%	6 2%	5 1%	3 4% s
Yes - 2 to 3 years ago	34 3%	16 3%	5 2%	13 3%	8 2%	4 3%	1 1%	31 3%	26 4% i	6 1%	2 2%	16 3%	4 2%	14 3%	6 2%	4 4%	11 3%	12 2%	14 4% s	9 1%	3 4%
Yes - more than 3 years ago	183 14%	106 17% b	27 12%	85 19% d	47 12%	18 17%	16 19%	161 14%	111 16% i	63 12%	16 13%	107 17%	27 16%	83 19% n	50 14%	23 21% n	65 16%	83 15%	62 17%	87 15%	13 17%
No - never changed provider for this service	1010 77%	462 74%	178 78%	322 70%	316 81% ce	73 66%	62 74%	865 77%	504 73%	417 82% hj	90 75%	468 74%	124 73%	293 68%	296 80% mo	67 62%	304 75%	428 77%	263 71%	466 79% rt	55 69%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's bank account service

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER MONTHS		SIMPLE	STAND-	EVER	NEVER MONTHS		SIMPLE	STAND-	EVER	NEVER MONTHS		SIMPLE	STAND-	EVER	NEVER MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2258	1097	452	821	719	194	156	1887	1148	879	198	1093	290	739	636	191	696	980	634	1037	133
Effective Weighted Sample	2118	1031	423	772	670	183	147	1780	1084	827	188	1028	273	697	596	180	654	916	597	969	126
Total	1309	623	228	457	389	110	84	1127	694	507	119	631	171	428	368	109	404	555	370	586	80
Don't know	7	3	2	3	1	*	-	6	4	2	*	2	*	2	*	*	2	3	3	2	1
	1%	*%	1%	1%	*%	*%	-%	*%	1%	*%	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	1%
Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.**  
by ALL MARKET CROSS-BREAKS

Base : Those responsible for the household's bank account service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2258	156	1097	696	1093	448	587	422	690	198	288	739	708	289	523	234	661	741	856
Effective Weighted Sample	2118	147	1031	654	1028	421	554	398	648	188	278	716	678	283	511	229	639	704	822
Total	1309	84	623	404	631	249	345	247	386	117	190	513	377	127	229	102	448	457	405
Yes - in the last 6 months	23 2%	4 4%	15 2%	9 2%	14 2%	5 2%	8 2%	7 3%	8 2%	5 4%	3 1%	12 2%	6 2%	1 1%	2 1%	1 1%	10 2%	9 2%	4 1%
Yes - 7 to 12 months ago	20 1%	1 1%	9 1%	5 1%	9 1%	4 2%	5 1%	6 3%	2 1%	3 2%	5 2%	10 2%	3 1%	1 1%	1 1%	- -%	10 2%	8 2%	2 1%
Yes - 13 to 18 months ago	13 1%	* 1%	5 1%	4 1%	6 1%	2 1%	4 1%	2 1%	4 1%	- -%	3 2%	7 1%	2 *%	* *%	1 *%	1 1%	8 2%	4 1%	1 *%
Yes - 1.5 to 2 years ago	19 1%	* 1%	7 1%	3 1%	8 1%	5 2%	1 *%	3 1%	5 1%	1 1%	3 2%	9 2%	5 1%	* *%	2 1%	1 1%	9 2%	6 1%	5 1%
Yes - 2 to 3 years ago	34 3%	1 1%	16 3%	11 3%	16 3%	5 2%	11 3%	7 3%	8 2%	3 2%	5 3%	17 3%	9 2%	2 1%	3 1%	1 1%	14 3%	15 3%	6 1%
Yes - more than 3 years ago	183 14%	16 19%	106 17%	65 16%	107 17%	43 17%	60 18%	54 22%	51 13%	25 21%	13 7%	77 15%	66 18%	16 12%	28 12%	12 12%	45 10%	76 17%	63 16%
No - never changed provider for this service	1010 77%	62 74%	462 74%	304 75%	468 74%	185 74%	254 73%	166 67%	308 80%	81 69%	157 83%	377 74%	285 76%	106 83%	191 83%	85 83%	352 79%	335 73%	323 80%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's bank account service

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2258	156	1097	696	1093	448	587	422	690	198	288	739	708	289	523	234	661	741	856
Effective Weighted Sample	2118	147	1031	654	1028	421	554	398	648	188	278	716	678	283	511	229	639	704	822
Total	1309	84	623	404	631	249	345	247	386	117	190	513	377	127	229	102	448	457	405
Don't know	7	-	3	2	2	*	2	2	1	*	1	4	1	*	1	1	2	4	1
	1%	-%	*%	1%	*%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 257**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QA1D. Have you or your household ever changed your bank account? IF YES - When did you most recently change your bank account? IF NECESSARY - Your current account rather than any other account with your bank.  
by ALL MARKET CROSS-BREAKS**

Base : Those responsible for the household's bank account service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2258	1095	1163	488	724	490	556	1212	1046	1967	291	1875	191	123	69
Effective Weighted Sample	2118	1028	1092	472	690	478	524	1147	977	1845	272	1758	180	115	65
Total	1309	659	650	343	402	225	339	745	564	1142	167	1091	111	68	39
Yes - in the last 6 months	23	11	11	6	7	3	7	13	10	20	2	21	2	-	**
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	-%	**
Yes - 7 to 12 months ago	20	9	10	6	4	5	4	10	9	17	2	16	1	2	**
	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	3%	**
Yes - 13 to 18 months ago	13	7	6	3	5	3	1	9	4	12	1	11	2	*	**
	1%	1%	1%	1%	1% f	1% f	*%	1%	1%	1%	*%	1%	2%	1%	**
Yes - 1.5 to 2 years ago	19	13	7	6	8	3	3	14	5	16	3	12	5	1	**
	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	5% k	1%	**
Yes - 2 to 3 years ago	34	21	13	8	9	5	12	17	17	30	5	29	2	3	**
	3%	3%	2%	2%	2%	2%	4%	2%	3%	3%	3%	3%	2%	4%	**
Yes - more than 3 years ago	183	87	96	61	55	30	38	116	68	159	25	165	7	6	**
	14%	13%	15%	18% f	14%	13%	11%	16% h	12%	14%	15%	15% lm	6%	9%	**
No - never changed provider for this service	1010	508	502	251	311	175	272	563	447	881	129	831	92	56	**
	77%	77%	77%	73%	78%	78%	80% c	76%	79% g	77%	77%	76%	83% k	82%	**
Don't know	7	2	5	3	1	1	2	4	3	6	*	6	-	*	**
	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%	*%	1%	-%	1%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DA. Did you make this change of provider for your bank account at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed bank account provider

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	c	~d	~e	~f	g	h	~i	~j	k	l	m	~n	o	~p	~q	~r	s	t
Significance Level: 95%																					
Unweighted total	490	81	60	123	88	80	83	181	115	68	46	118	113	103	51	123	95	23	26	103	127
Effective Weighted Sample	462	76	56	116	83	75	79	170	110	64	43	111	108	97	48	116	91	21	25	97	121
Total	292	48	33	71	52	48	50	108	69	40	27	70	69	60	30	72	61	13	15	59	78
Yes	28	**	**	7	**	**	**	11	6	**	**	6	5	3	**	7	**	**	**	5	6
	10%	**	**	10%	**	**	**	10%	9%	**	**	8%	7%	5%	**	10%	**	**	**	9%	8%
No	262	**	**	64	**	**	**	96	63	**	**	64	63	57	**	65	**	**	**	54	72
	90%	**	**	90%	**	**	**	89%	91%	**	**	92%	91%	95%	**	90%	**	**	**	91%	92%
Don't know	2	**	**	-	**	**	**	*	-	**	**	-	1	-	**	-	**	**	**	-	-
	1%	**	**	-%	**	**	**	*%	-%	**	**	-%	2%	-%	**	-%	**	**	**	-%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DA. Did you make this change of provider for your bank account at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed bank account provider

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	~b	c	d	~e	~f	g	h	i	~j	k	~l	m	n	~o	p	q	r	s	~t
Unweighted total	490	267	88	232	120	62	41	424	308	151	48	268	78	226	119	67	162	210	174	198	39
Effective Weighted Sample	462	252	82	219	112	59	39	402	291	143	46	254	74	214	113	64	154	197	165	187	37
Total	292	158	47	132	72	37	22	257	186	89	29	160	46	133	72	41	98	124	104	118	24
Yes	28	15	**	11	6	**	**	26	17	10	**	14	**	12	6	**	9	10	9	10	**
	10%	10%	**	8%	9%	**	**	10%	9%	11%	**	9%	**	9%	9%	**	9%	8%	8%	9%	**
No	262	143	**	120	66	**	**	229	167	79	**	146	**	120	66	**	90	112	94	108	**
	90%	90%	**	91%	91%	**	**	89%	90%	89%	**	91%	**	90%	91%	**	91%	90%	90%	91%	**
Don't know	2	-	**	*	-	**	**	2	2	-	**	-	**	1	-	**	-	2	1	*	**
	1%	-%	**	*%	-%	**	**	1%	1%	-%	**	-%	**	1%	-%	**	-%	1%	1%	*%	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DA. Did you make this change of provider for your bank account at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed bank account provider

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i	~j	k	l	~m	~n	~o	p	q	r
Unweighted total	490	41	267	162	268	111	146	131	132	59	48	189	171	46	82	36	139	189	162
Effective Weighted Sample	462	39	252	154	254	104	139	125	124	57	47	184	164	45	80	35	135	179	155
Total	292	22	158	98	160	64	90	79	77	36	32	132	91	21	38	17	95	117	80
Yes	28	**	15	9	14	6	8	6	9	**	**	14	8	**	**	**	9	10	9
	10%	**	10%	9%	9%	10%	9%	8%	12%	**	**	11%	9%	**	**	**	10%	8%	11%
No	262	**	143	90	146	58	81	73	67	**	**	117	82	**	**	**	84	107	71
	90%	**	90%	91%	91%	90%	91%	92%	88%	**	**	89%	90%	**	**	**	89%	91%	89%
Don't know	2	**	-	-	-	-	-	-	-	**	**	1	1	**	**	**	1	1	-
	1%	**	-%	-%	-%	-%	-%	-%	-%	**	**	*%	1%	**	**	**	1%	1%	-%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 258**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DA. Did you make this change of provider for your bank account at the same time as moving home?  
by ALL MARKET CROSS-BREAKS**

Base : Those who have ever changed bank account provider

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	~l	~m	~n
Unweighted total	490	244	246	127	158	104	101	285	205	428	62	425	32	21	12
Effective Weighted Sample	462	230	232	123	151	101	96	271	192	404	58	401	30	20	11
Total	292	149	143	90	89	49	65	179	113	255	37	253	19	12	8
Yes	28	12	16	6	9	6	7	16	12	26	**	25	**	**	**
	10%	8%	11%	7%	10%	11%	10%	9%	11%	10%	**	10%	**	**	**
No	262	135	126	83	79	42	58	162	100	227	**	227	**	**	**
	90%	91%	89%	93%	88%	86%	90%	91%	88%	89%	**	89%	**	**	**
Don't know	2	2	*	-	1	1	-	1	1	2	**	2	**	**	**
	1%	1%	*%	-%	1%	2%	-%	1%	1%	1%	**	1%	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed bank account provider in the last 12 months

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Significance Level: 95%																					
Unweighted total	69	15	-	17	18	7	10	27	21	12	4	9	27	7	6	12	24	4	1	12	25
Effective Weighted Sample	65	14	-	16	17	7	9	25	20	11	4	8	26	7	5	11	23	4	1	11	24
Total	42	9	-	9	11	5	7	15	13	7	2	5	17	4	3	7	15	3	1	6	15
Very easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL EASY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed bank account provider in the last 12 months

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	69	41	10	36	14	17	8	58	48	17	16	39	13	37	15	15	25	24	25	24	5
Effective Weighted Sample	65	39	10	34	13	16	8	55	45	16	15	37	13	35	14	14	24	23	24	23	5
Total	42	24	6	21	9	9	4	36	29	10	10	23	8	22	9	9	15	15	15	15	3
Very easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL EASY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed bank account provider in the last 12 months

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	69	8	41	25	39	16	22	23	18	13	11	33	17	6	8	2	29	28	12
Effective Weighted Sample	65	8	39	24	37	15	21	22	17	12	11	32	16	6	8	2	28	26	11
Total	42	4	24	15	23	9	13	14	10	8	7	22	9	3	4	1	20	17	6
Very easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL EASY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 259**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by ALL MARKET CROSS-BREAKS**

Base : Those who have changed bank account provider in the last 12 months

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	69	33	36	17	20	15	17	37	32	62	7	60	5	4	-
Effective Weighted Sample	65	31	34	17	19	15	16	35	30	59	7	57	5	4	-
Total	42	21	21	12	11	7	12	23	19	38	4	37	3	2	-
Very easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly easy	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL EASY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very difficult	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 260**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**NQA1DC. How easy or difficult was it to change provider for your bank account? IF SWITCHED MORE THAN ONCE - Please think about the last time.  
by UTILITIES SWITCHING ACTIVITY**

Base : Those who have changed bank account provider in the last 12 months

		SWITCHED ELECTRICITY		SWITCHED GAS		SWITCHED CAR		SWITCHED BANK	
	Total	MOVING	NOT	MOVING	NOT	MOVING	NOT	MOVING	NOT
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	69	9	29	7	29	5	32	13	56
Effective Weighted Sample	65	9	28	7	28	5	30	12	53
Total	42	5	18	4	18	3	19	7	35
Very easy	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Fairly easy	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TOTAL EASY	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Fairly difficult	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Very difficult	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
TOTAL DIFFICULT	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f - g,h



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC1. Which of these age groups applies to you?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Under 25	244	9	5	8	4	36	36	99	66	9	9	10	12	19	11	12	9	4	4	10	12
	16%	3%	3%	3%	2%	12%	15%	20% ef	22% ef	5%	6%	4%	5%	6% o	5%	4%	4%	5%	4%	3%	4%
25-34	292	42	18	49	37	39	48	115	78	31	33	55	55	35	40	61	49	8	14	46	63
	19%	15%	12%	16%	20% b	13%	19% e	23% e	26% ef	15%	21%	20%	23% i	11%	20% m	18% m	25% mo	11%	16%	16%	22% qs
35-44	289	59	38	71	48	56	56	95	59	45	41	81	62	46	42	79	62	15	26	79	77
	19%	21%	25%	23%	26%	19%	22%	19%	19%	22%	26%	29% i	26%	15%	21% m	23% m	31% mno	21%	28%	28%	27%
45-54	225	43	26	58	40	40	42	79	50	37	29	51	45	46	43	64	39	12	19	52	55
	15%	16%	17%	19%	22% a	13%	17%	16%	16%	18%	18%	18%	19%	15%	21% m	19%	20%	16%	21%	19%	19%
55-64	199	44	27	55	27	59	31	59	30	39	24	43	36	60	29	53	26	13	13	48	45
	13%	16%	18%	18%	15%	20% fgh	12%	12%	10%	19%	15%	15%	15%	19% p	14%	16%	13%	17%	14%	17%	16%
65-74	141	44	17	37	21	40	24	34	14	26	11	27	19	57	19	37	10	14	8	24	27
	9%	16%	11%	12%	11%	13% gh	9% h	7%	5%	13% jl	7%	10%	8%	19% nop	10% p	11% p	5%	18% rst	9%	9%	9%
75 plus	111	35	20	35	8	30	13	18	7	16	10	12	6	44	18	31	6	9	8	21	9
	7%	13% d	13% d	11% d	4%	10% fgh	5% h	4%	2%	8% kl	6% l	4%	3%	14% nop	9% p	9% p	3%	12% t	9% t	7% t	3%
Columns Tested:	a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC1. Which of these age groups applies to you?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
					NEVER	MONTHS				NEVER	MONTHS				NEVER	MONTHS				NEVER	MONTHS
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Under 25	244	21	6	12	15	4	5	234	137	101	33	28	13	18	22	7	22	29	13	38	4
	16%	3%	2%	2%	3%	4%	5%	18% f	18%	17%	25% hi	4%	7% k	4%	5%	6%	5%	5%	3%	6% r	5%
25-34	292	118	29	76	69	27	15	266	165	115	27	128	46	87	87	30	85	101	75	110	20
	19%	17% b	12%	16%	16%	23% cd	16%	21%	21%	20%	21%	18%	25% k	19%	21%	26% m	18%	17%	19%	17%	24% s
35-44	289	188	32	119	98	32	22	246	168	98	21	194	37	121	108	29	129	102	102	127	24
	19%	27% b	13%	24%	22%	27%	23%	19%	22% i	17%	16%	28% l	20%	26%	26%	25%	28% q	17%	26% s	20%	29% s
45-54	225	131	38	103	65	24	15	199	128	83	26	132	31	101	61	23	93	100	80	113	19
	15%	19%	15%	21% d	15%	21% d	17%	16%	17%	14%	19%	19%	17%	22% n	15%	20%	20%	17%	20%	17%	22%
55-64	199	112	42	81	71	16	19	162	100	78	13	113	30	73	69	16	67	103	62	106	9
	13%	16%	17%	17%	16%	13%	21% g	13%	13%	13%	10%	16%	16%	16%	17%	14%	15%	17%	16%	16%	10%
65-74	141	70	49	58	60	9	10	103	51	60	9	66	17	41	41	8	38	85	40	84	5
	9%	10%	20% a	12%	14% e	8%	11%	8%	7%	10% h	7%	9%	9%	9%	10%	7%	8%	14% p	10%	13% t	6%
75 plus	111	45	53	37	60	5	7	62	21	47	3	35	9	17	27	4	26	72	24	74	3
	7%	7%	21% a	8%	14% ce	4%	7%	5%	3%	8% hj	2%	5%	5%	4%	7% m	3%	6%	12% p	6%	11% rt	3%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC1. Which of these age groups applies to you?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Under 25	244 16%	5 5%	21 3%	22 5% b	28 4%	7 3%	14 3%	8 3%	21 5%	6 5%	244 100% klmno	- -%	- -%	- -%	- -%	- -%	244 46% qr	- -%	- -%
25-34	292 19%	15 16%	118 17%	85 18%	128 18%	44 17%	72 18%	52 20%	73 17%	27 22%	- -%	292 50% jlmno	- -%	- -%	- -%	- -%	292 54% qr	- -%	- -%
35-44	289 19%	22 23%	188 27%	129 28%	194 28%	67 25%	118 30%	72 28%	114 26%	33 27%	- -%	289 50% jlmno	- -%	- -%	- -%	- -%	- -%	289 56% pr	- -%
45-54	225 15%	15 17%	131 19%	93 20%	132 19%	43 16%	83 21% e	59 23% h	75 17%	26 21%	- -%	- -%	225 53% jkmno	- -%	- -%	- -%	- -%	225 44% pr	- -%
55-64	199 13%	19 21% c	112 16%	67 15%	113 16%	49 19%	59 15%	42 16%	69 16%	22 18%	- -%	- -%	199 47% jkmno	- -%	- -%	- -%	- -%	- -%	199 44% pq
65-74	141 9%	10 11%	70 10%	38 8%	66 9%	34 13% f	30 8%	20 7%	52 12% gi	7 6%	- -%	- -%	- -%	141 100% jklno	141 56% jklo	- -%	- -%	- -%	141 31% pq
75 plus	111 7%	7 7%	45 7%	26 6%	35 5%	20 7% f	14 4%	9 4%	35 8% gi	2 2%	- -%	- -%	- -%	- -%	111 44% jklm	111 100% jklmn	- -%	- -%	111 25% pq

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 261**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC1. Which of these age groups applies to you?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Under 25	244	134	110	41	100	35	68	141	103	218	26	203	20	12	**
	16%	18%	15%	11%	22%	14%	17%	17%	16%	17%	14%	16%	16%	17%	**
		b			cef		c								
25-34	292	127	164	65	91	49	86	156	135	257	35	246	25	14	**
	19%	17%	22%	17%	20%	19%	22%	19%	21%	20%	19%	20%	20%	20%	**
			a				c								
35-44	289	140	148	90	91	42	66	181	108	262	27	250	20	8	**
	19%	19%	20%	23%	20%	17%	17%	21%	17%	20%	15%	20%	16%	10%	**
				ef				h		j		m			
45-54	225	110	115	74	58	44	49	132	93	190	35	190	17	13	**
	15%	15%	15%	19%	13%	17%	12%	16%	14%	14%	19%	15%	13%	18%	**
				df		df					i				
55-64	199	103	95	55	55	40	48	110	89	172	27	163	20	9	**
	13%	14%	13%	14%	12%	16%	12%	13%	14%	13%	15%	13%	16%	13%	**
65-74	141	73	68	35	39	26	40	74	66	120	21	118	11	7	**
	9%	10%	9%	9%	9%	10%	10%	9%	10%	9%	11%	9%	9%	10%	**
75 plus	111	60	51	28	23	20	41	51	60	96	15	88	11	9	**
	7%	8%	7%	7%	5%	8%	10%	6%	9%	7%	8%	7%	9%	12%	**
							d		g					k	

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC2. What is the occupation of the main wage earner in your household?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC- TIVE a	PASSIVE b	ESTED c	ENG- AGED d	INAC- TIVE e	PASSIVE f	ESTED g	ENG- AGED h	INAC- TIVE i	PASSIVE j	ESTED k	ENG- AGED l	INAC- TIVE m	PASSIVE n	ESTED o	ENG- AGED p	INAC- TIVE q	PASSIVE r	ESTED s	ENG- AGED t
Significance Level: 95%																					
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
AB	388	80	43	95	58	89	70	112	86	64	51	90	74	80	56	84	64	22	28	81	92
	26%	29%	28%	30%	31%	30%	28%	22%	28%	31%	33%	32%	32%	26%	28%	25%	32%	29%	31%	29%	32%
						g	g		g							o					
C1	457	80	52	94	51	84	77	161	105	61	53	87	76	91	56	98	56	26	32	89	86
	30%	29%	34%	30%	28%	28%	31%	32%	35%	30%	33%	31%	32%	30%	28%	29%	28%	34%	34%	32%	30%
									e												
C2	257	50	28	51	37	49	49	81	53	35	25	47	41	45	36	65	37	12	16	48	50
	17%	18%	18%	16%	20%	16%	20%	16%	17%	17%	16%	17%	17%	15%	18%	19%	18%	15%	18%	17%	17%
																m					
DE	398	65	29	74	39	80	53	145	60	44	29	54	44	92	54	90	44	16	16	61	59
	27%	23%	19%	24%	21%	26%	21%	29%	20%	21%	18%	20%	19%	30%	27%	27%	22%	21%	17%	22%	21%
						h		fh						p							
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC2. What is the occupation of the main wage earner in your household?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
AB	388	214	63	147	129	28	21	342	209	149	33	220	61	149	129	28	137	149	117	168	26
	26%	31%	26%	30%	29%	24%	22%	27%	27%	26%	25%	32%	33%	33%	31%	24%	30%	25%	30%	26%	31%
		b												o	o		q				
C1	457	214	65	150	127	41	40	388	244	183	41	220	60	142	135	43	146	156	117	184	25
	30%	31%	26%	31%	29%	35%	43%	30%	32%	31%	31%	32%	32%	31%	32%	36%	32%	26%	30%	28%	30%
		b					g										q				
C2	257	118	49	88	77	19	18	217	133	99	22	117	31	82	66	24	80	103	71	111	12
	17%	17%	20%	18%	18%	16%	19%	17%	17%	17%	16%	17%	17%	18%	16%	20%	17%	17%	18%	17%	14%
DE	398	139	70	101	106	29	15	325	187	151	35	139	33	85	85	24	97	184	90	190	21
	27%	20%	28%	21%	24%	25%	16%	26%	24%	26%	27%	20%	18%	19%	21%	20%	21%	31%	23%	29%	25%
			a					f										p		r	

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC2. What is the occupation of the main wage earner in your household?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
AB	388	21	214	137	220	84	126	89	122	42	41	155	129	35	63	28	106	164	118
	26%	22%	31%	30%	32%	32%	32%	34%	28%	34%	17%	27%	30%	25%	25%	25%	20%	32%	26%
		a	a	a	a			h				j	j <sup>n</sup>	j	j	j		pr	p
C1	457	40	214	146	220	84	121	80	144	41	100	182	113	39	62	23	191	149	117
	30%	43%	31%	32%	32%	32%	31%	30%	33%	33%	41%	31%	27%	28%	25%	21%	36%	29%	26%
		bcd									klmno	lno					qr		
C2	257	18	118	80	117	43	68	44	75	21	35	91	85	26	46	20	84	87	86
	17%	19%	17%	17%	17%	16%	17%	17%	17%	17%	14%	16%	20%	19%	18%	18%	16%	17%	19%
													jk						
DE	398	15	139	97	139	52	75	49	98	20	68	152	97	40	81	41	155	114	129
	27%	16%	20%	21%	20%	20%	19%	19%	22%	16%	28%	26%	23%	28%	32%	37%	29%	22%	29%
									i						kl	jklm	q		q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 262**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC2. What is the occupation of the main wage earner in your household?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
AB	388	208	179	388	-	-	-	388	-	334	54	336	33	11	**
	26%	28%	24%	100%	-%	-%	-%	46%	-%	25%	29%	27%	27%	15%	**
		b		def				h				m	m		
C1	457	230	228	-	457	-	-	457	-	401	56	381	37	24	**
	30%	31%	30%	-%	100%	-%	-%	54%	-%	30%	31%	30%	30%	33%	**
					cef			h							
C2	257	141	116	-	-	257	-	-	257	221	36	215	21	13	**
	17%	19%	15%	-%	-%	100%	-%	-%	39%	17%	19%	17%	17%	18%	**
		b				cdf		g							
DE	398	169	229	-	-	-	398	-	398	359	38	326	34	24	**
	27%	23%	30%	-%	-%	-%	100%	-%	61%	27%	21%	26%	27%	34%	**
			a				cde	g		j		k			

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
In full-time education	134	8	4	7	3	22	19	54	36	7	7	6	9	9	8	13	3	1	3	9	9
	9%	3%	3%	2%	2%	7%	8%	11% e	12% ef	4%	5%	2%	4%	3%	4%	4% p	2%	2%	4%	3%	3%
Working full-time (30+ hours per week)	626	124	73	148	90	113	119	205	148	95	89	150	126	111	96	143	119	34	50	140	150
	42%	45%	48%	47%	49%	38%	48% eg	41%	49% eg	47%	56% i	54% i	53%	36%	48% m	42% m	59% mno	46%	55%	50%	52%
Working part-time (8-29 hours per week)	210	28	17	43	31	38	33	81	47	22	18	43	35	36	24	44	27	6	11	40	41
	14%	10%	11%	14%	17% a	13%	13%	16%	16%	11%	11%	16% i	15%	12%	12%	13%	13%	8%	12%	14%	14%
Looking after the home or family	106	14	8	16	16	20	16	42	22	17	9	16	19	17	13	26	15	5	5	16	23
	7%	5%	6%	5%	8% c	7%	7%	8%	7%	8%	6%	6%	8%	5%	6%	8%	7%	6%	5%	6%	8%
Retired from paid work	281	88	39	79	33	84	38	61	26	51	25	44	33	108	40	79	21	26	18	52	45
	19%	32% cd	26% d	25% d	18%	28% fgh	15% h	12% h	9%	25% jkl	16%	16%	14%	35% nop	20% p	23% p	10%	35% rst	19%	19%	16%
Unemployed	112	8	8	14	7	23	18	41	22	9	8	13	8	22	16	22	12	2	4	15	13
	7%	3%	5%	4%	4%	8%	7%	8%	7%	4%	5%	5%	4%	7%	8%	7%	6%	2%	4%	5%	5%
On a government work or training scheme	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Permanently sick or disabled	30	6	2	7	4	2	6	16	3	4	1	6	5	5	5	9	5	1	1	7	5
	2%	2%	1%	2%	2%	1%	2% e	3% eh	1%	2%	1%	2%	2%	2%	2%	3%	2%	1%	2%	3%	2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
In full-time education	134	19	4	10	12	3	4	128	68	63	17	21	9	10	19	6	17	15	6	26	1
	9%	3%	2%	2%	3%	3%	4%	10% f	9%	11%	13%	3%	5%	2%	5% m	5% m	4%	3%	2%	4% r	2%
Working full-time (30+ hours per week)	626	352	86	241	194	58	46	545	361	224	55	368	95	253	207	65	253	218	204	264	49
	42%	51% b	35%	50% d	44%	49%	50%	43%	47% i	39%	42%	53%	52%	55% n	50%	55%	55% q	37%	52% s	41%	58% s
Working part-time (8-29 hours per week)	210	91	31	68	51	19	16	185	117	82	21	93	26	64	53	15	58	74	52	79	10
	14%	13%	12%	14%	12%	16%	17%	15%	15%	14%	16%	13%	14%	14%	13%	12%	13%	12%	13%	12%	12%
Looking after the home or family	106	42	12	34	20	11	4	96	64	36	10	48	14	37	24	11	31	40	28	42	8
	7%	6%	5%	7% d	5%	10% d	4%	8%	8%	6%	8%	7%	7%	8%	6%	9%	7%	7%	7%	6%	9%
Retired from paid work	281	136	104	104	135	18	19	192	86	123	14	120	33	71	82	15	74	174	75	173	9
	19%	20%	42% a	21% e	31% ce	15%	20%	15%	11%	21% hj	10%	17%	18%	15%	20% mo	13%	16%	29% p	19% t	27% rt	11%
Unemployed	112	30	6	20	17	6	4	100	63	41	14	32	6	17	21	4	20	54	22	52	4
	7%	4% b	2%	4%	4%	5%	4%	8%	8%	7%	10%	5%	3%	4%	5%	4%	4%	9% p	5%	8% r	4%
On a government work or training scheme	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Permanently sick or disabled	30	14	4	9	9	3	1	25	13	14	1	14	2	6	10	2	7	17	8	16	3
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	3% p	2%	2%	4%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
In full-time education	134 9%	4 4%	19 3%	17 4%	21 3%	5 2%	12 3%	6 2%	16 4%	5 4%	105 43% klmno	22 4% lmno	7 2% mno	- -%	- -%	- -%	120 22% qr	11 2% r	3 1%
Working full-time (30+ hours per week)	626 42%	46 50%	352 51%	253 55%	368 53%	116 44%	229 59% e	147 56% h	209 48%	73 59% h	61 25% mno	340 59% jlmno	217 51% jmno	7 5% o	8 3% o	1 1%	215 40% r	324 63% pr	87 19%
Working part-time (8-29 hours per week)	210 14%	16 17%	91 13%	58 13%	93 13%	38 14%	50 13%	36 14%	58 13%	16 13%	33 13% no	89 15% no	73 17% mno	15 11% no	16 6% o	* *% *	84 16% r	71 14%	54 12%
Looking after the home or family	106 7%	4 4%	42 6%	31 7%	48 7%	17 6%	26 7%	17 7%	28 6%	6 5%	10 4% mno	72 12% jlmno	22 5% mno	1 1%	1 *% *	* *% *	50 9% r	48 9% r	8 2%
Retired from paid work	281 19%	19 20%	136 20% c	74 16%	120 17%	65 25% f	52 13%	38 14%	100 23% gi	15 12%	1 *% *	1 *% *	57 14% jk	114 81% jkl	223 89% jklm	109 98% jklmn	1 *% *	5 1% p	276 61% pq
Unemployed	112 7%	4 4%	30 4%	20 4%	32 5%	13 5%	15 4%	13 5%	19 4%	5 4%	32 13% klmno	48 8% mno	30 7% mno	2 1%	2 1%	* *% *	60 11% qr	39 8% r	13 3%
On a government work or training scheme	* *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE LAND-LINE		TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
		a	b	c	d														
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Permanently sick or disabled	30	1	14	7	14	8	6	5	9	4	2	9	18	1	2	*	6	16	9
	2%	1%	2%	2%	2%	3%	2%	2%	2%	3%	1%	2%	4%	1%	1%	*%	1%	3%	2%
													jk	mno				p	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 263**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC3. Which of these best describes your current situation? Are you...**  
**by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
In full-time education	134	79	54	29	68	16	20	97	36	121	12	103	19	6	**
	9%	11%	7%	8%	15%	6%	5%	12%	6%	9%	7%	8%	15%	9%	**
		b			cef			h					k		
Working full-time (30+ hours per week)	626	382	244	211	225	114	76	436	190	546	80	534	48	24	**
	42%	51%	32%	54%	49%	44%	19%	52%	29%	41%	43%	42%	39%	34%	**
		b		ef	f	f		h							
Working part-time (8-29 hours per week)	210	56	154	48	67	49	46	115	96	190	20	181	15	11	**
	14%	8%	20%	12%	15%	19%	12%	14%	15%	14%	11%	14%	12%	15%	**
			a			cdf									
Looking after the home or family	106	5	102	13	15	19	59	28	78	93	13	94	4	4	**
	7%	1%	13%	3%	3%	7%	15%	3%	12%	7%	7%	7%	3%	6%	**
			a			cd	cde		g			l			
Retired from paid work	281	149	133	76	72	51	83	148	133	237	44	230	27	16	**
	19%	20%	18%	20%	16%	20%	21%	18%	20%	18%	24%	18%	21%	22%	**
						d					i				
Unemployed	112	62	50	11	9	6	87	19	92	100	12	95	8	5	**
	7%	8%	7%	3%	2%	2%	22%	2%	14%	8%	6%	8%	7%	7%	**
							cde		g						
On a government work or training scheme	*	-	*	-	-	*	-	-	*	*	-	*	-	-	**
	*%	-%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%	-%	**
Permanently sick or disabled	30	16	14	-	2	2	26	2	28	28	3	21	4	6	**
	2%	2%	2%	-%	*%	1%	7%	*%	4%	2%	1%	2%	3%	8%	**
						c	cde		g					kl	

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
North East England	60 4%	11 4%	5 3%	14 4%	7 4%	11 4%	6 2%	26 5% f	10 3%	5 2%	5 3%	15 5% i	9 4%	10 3%	9 4%	20 6% m	8 4%	2 3%	3 3%	14 5%	10 3%
Yorkshire and the Humber	139 9%	30 11% b	7 5%	25 8%	14 7%	28 9%	15 6%	56 11% f	28 9%	14 7%	9 6%	25 9%	19 8%	34 11% n	13 7%	36 11% n	18 9%	4 6%	4 5%	25 9%	24 8%
East Midlands	104 7%	20 7% b	5 3%	20 6%	16 9% b	21 7%	12 5%	35 7%	21 7%	11 5%	7 4%	24 9% j	21 9% j	18 6%	10 5%	20 6% mno	19 10%	6 8%	5 6%	20 7%	23 8%
East of England	128 9%	23 8%	13 9%	27 8%	16 9%	27 9%	24 10%	38 8%	26 9%	19 10%	10 6%	23 8%	20 9%	23 8%	20 10%	26 8%	16 8%	7 9%	5 6%	22 8%	24 8%
London	199 13%	30 11% acd	34 23% acd	31 10%	17 9%	34 11%	39 16% eg	55 11%	42 14%	26 13% k	32 20% ikl	23 8%	29 12%	31 10%	33 16% mo	29 9%	24 12%	6 8%	24 26% qst	33 12%	28 10%
South East England	200 13%	37 14% acd	34 22% acd	44 14%	28 15%	37 12%	45 18% eg	55 11%	49 16% g	27 13%	35 22% ikl	40 14%	38 16%	46 15%	31 15%	50 15%	26 13%	10 13%	15 16%	41 15%	47 16%
South West England	121 8%	24 9%	10 7%	29 9%	17 9%	29 10%	16 6%	36 7%	28 9%	19 9%	12 7%	30 11%	22 9%	29 9%	15 7%	27 8%	15 7%	6 8%	7 8%	27 9%	31 11%
West Midlands	138 9%	18 7%	10 7%	31 10% a	14 8%	26 9%	23 9%	51 10%	25 8%	14 7%	16 10%	19 7%	15 6%	22 7%	17 8%	31 9%	17 9%	5 7%	6 7%	22 8%	22 8%
North West England	170 11%	35 13%	15 10%	42 13%	27 15%	41 14%	24 10%	62 12%	32 11%	29 14%	15 9%	37 13%	31 13%	38 12%	18 9%	45 13% n	31 15% n	14 19% rs	10 10%	32 11%	38 13%
Wales	72 5%	13 5%	6 4%	18 6%	12 6%	12 4%	11 4%	27 5%	17 6%	11 5%	5 3%	10 4%	13 6%	19 6%	9 5%	13 4%	12 6%	3 4%	4 4%	11 4%	14 5%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Scotland	125	22	9	25	13	25	24	40	23	18	9	24	16	26	20	33	12	6	4	25	19
	8%	8%	6%	8%	7%	8%	10%	8%	8%	9%	6%	9%	7%	9%	10%	10%	6%	8%	4%	9%	7%
															p	p			r		
Northern Ireland	45	11	4	10	5	10	10	17	3	11	4	8	2	11	7	8	2	4	5	9	6
	3%	4%	2%	3%	3%	3%	4%	3%	1%	5%	2%	3%	1%	4%	4%	2%	1%	5%	6%	3%	2%
						h	h	h		jl		l		p	p			t	t		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
North East England	60	28	9	20	16	6	4	51	29	25	6	29	5	17	17	5	14	33	18	29	4
	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	3%	6%	5%	4%	5%
Yorkshire and the Humber	139	52	24	37	39	9	5	122	74	52	11	53	15	28	39	6	36	66	32	70	5
	9%	8%	10%	8%	9%	8%	5%	10%	10%	9%	8%	8%	8%	6%	9%	5%	8%	11%	8%	11%	6%
East Midlands	104	51	11	35	26	9	11	81	54	35	10	50	13	32	30	11	33	35	33	35	6
	7%	7%	5%	7%	6%	8%	12%	6%	7%	6%	7%	7%	7%	7%	7%	9%	7%	6%	8%	5%	8%
		b					g												s		
East of England	128	56	23	39	41	11	5	113	66	49	9	56	16	41	31	9	29	57	29	56	8
	9%	8%	9%	8%	9%	9%	5%	9%	9%	8%	7%	8%	9%	9%	7%	8%	6%	10%	7%	9%	10%
																		p			
London	199	85	28	61	52	15	14	157	100	71	13	86	24	61	49	17	69	49	50	67	13
	13%	12%	11%	12%	12%	13%	15%	12%	13%	12%	10%	12%	13%	13%	12%	14%	15%	8%	13%	10%	15%
																	q				
South East England	200	105	38	75	67	12	14	174	111	75	21	107	34	74	66	16	69	84	62	91	10
	13%	15%	16%	15%	15%	10%	15%	14%	14%	13%	16%	15%	18%	16%	16%	14%	15%	14%	16%	14%	11%
South West England	121	62	18	39	41	8	10	101	63	46	15	67	17	45	38	12	42	44	33	52	9
	8%	9%	7%	8%	9%	7%	11%	8%	8%	8%	11%	10%	9%	10%	9%	10%	9%	7%	8%	8%	11%
West Midlands	138	52	22	40	34	14	8	117	61	64	10	54	11	34	31	12	35	53	33	54	7
	9%	8%	9%	8%	8%	12%	9%	9%	8%	11%	8%	8%	6%	7%	7%	10%	8%	9%	8%	8%	8%
										h											
North West England	170	89	31	71	48	17	11	149	96	62	15	90	22	67	44	16	68	65	54	77	10
	11%	13%	12%	15%	11%	14%	12%	12%	13%	11%	12%	13%	12%	15%	11%	13%	15%	11%	14%	12%	11%
				d										n			q				
Wales	72	33	16	28	20	7	4	63	36	30	8	29	10	21	18	7	16	37	19	34	6
	5%	5%	6%	6%	5%	6%	4%	5%	5%	5%	6%	4%	5%	5%	4%	6%	3%	6%	5%	5%	7%
																		p			



Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE	ALONE	BUNDLE

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
North East England	60 4%	4 4%	28 4%	14 3%	29 4%	16 6% f	12 3%	7 3%	21 5%	5 4%	8 3%	25 4%	17 4%	6 4%	10 4%	4 4%	21 4%	20 4%	19 4%
Yorkshire and the Humber	139 9%	5 5%	52 8%	36 8%	53 8%	21 8%	27 7%	17 7%	38 9%	9 7%	31 13% kln	51 9%	36 9%	12 8%	21 8%	9 8%	58 11%	43 8%	39 9%
East Midlands	104 7%	11 12% bcd	51 7%	33 7%	50 7%	19 7%	28 7%	25 9% h	28 6%	11 9%	15 6%	41 7%	31 7%	9 6%	17 7%	8 7%	37 7%	34 7%	33 7%
East of England	128 9%	5 5%	56 8%	29 6%	56 8%	29 11% f	25 6%	15 6%	40 9% g	10 8%	14 6%	49 9% j	40 9% j	12 9%	25 10% j	13 11% j	40 7%	47 9%	41 9%
London	199 13%	14 15%	85 12%	69 15%	86 12%	21 8%	61 16% e	39 15% h	48 11%	14 12%	37 15% no	86 15% mno	50 12%	14 10%	25 10%	10 9%	77 14% r	78 15% r	43 10%
South East England	200 13%	14 15%	105 15%	69 15%	107 15%	42 16%	57 15%	48 18% h	61 14%	21 17%	23 9%	80 14% j	55 13%	24 17% j	41 16% j	17 15% j	58 11%	79 15% p	63 14%
South West England	121 8%	10 11%	62 9%	42 9%	67 10%	25 9%	34 9%	24 9%	41 9%	15 12%	18 7%	41 7%	38 9%	13 9%	23 9%	11 10%	42 8%	32 6%	47 10% q
West Midlands	138 9%	8 9%	52 8%	35 8%	54 8%	20 8%	30 8%	16 6%	37 8%	8 7%	27 11%	53 9%	34 8%	14 10%	23 9%	10 9%	60 11% q	38 7%	40 9%
North West England	170 11%	11 12%	89 13%	68 15%	90 13%	25 10%	60 16% e	38 14%	52 12%	16 13%	29 12% o	69 12% no	50 12% o	14 10%	22 9%	8 7%	57 11%	69 13% r	44 10%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Wales	72 5%	4 4%	33 5%	16 3%	29 4%	16 6% f	13 3%	11 4%	19 4%	6 5%	12 5%	22 4%	22 5%	7 5%	16 6% k	9 8% k	27 5%	20 4%	25 6%
Scotland	125 8%	8 9%	49 7%	38 8%	52 7%	15 6%	31 8%	17 7%	36 8%	6 5%	20 8%	45 8%	37 9%	11 8%	23 9%	11 10%	45 8%	37 7%	43 10%
Northern Ireland	45 3%	1 1%	24 4% a	12 3%	23 3%	13 5%	10 3%	5 2%	18 4% g	2 2%	9 4%	18 3%	11 3%	4 3%	7 3%	3 3%	15 3%	17 3%	13 3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
North East England	60	28	32	7	18	13	22	25	35	53	7	60	-	-	**
	4%	4%	4%	2%	4%	5%	6%	3%	5%	4%	4%	5%	-%	-%	**
				c	c	c	c		g			lm			
Yorkshire and the Humber	139	74	65	23	42	25	50	65	74	132	7	139	-	-	**
	9%	10%	9%	6%	9%	10%	12%	8%	11%	10%	4%	11%	-%	-%	**
				c	c	cd	cd		g	j		lm			
East Midlands	104	48	56	17	27	27	33	44	60	92	12	104	-	-	**
	7%	6%	7%	4%	6%	11%	8%	5%	9%	7%	7%	8%	-%	-%	**
					cd	c	c		g			lm			
East of England	128	56	71	40	35	24	30	74	54	102	26	128	-	-	**
	9%	8%	9%	10%	8%	9%	8%	9%	8%	8%	14%	10%	-%	-%	**
										i		lm			
London	199	100	99	58	67	26	47	125	74	199	-	199	-	-	**
	13%	13%	13%	15%	15%	10%	12%	15%	11%	15%	-%	16%	-%	-%	**
				e	e			h		j		lm			
South East England	200	101	99	79	63	30	28	142	58	170	30	200	-	-	**
	13%	13%	13%	20%	14%	12%	7%	17%	9%	13%	16%	16%	-%	-%	**
				def	f	f		h				lm			
South West England	121	63	57	37	41	18	24	79	42	94	27	121	-	-	**
	8%	8%	8%	10%	9%	7%	6%	9%	6%	7%	14%	10%	-%	-%	**
				f	f			h			i	lm			
West Midlands	138	70	68	23	43	24	48	67	71	124	14	138	-	-	**
	9%	9%	9%	6%	9%	9%	12%	8%	11%	9%	8%	11%	-%	-%	**
				c	c	c	c		g			lm			
North West England	170	82	88	52	45	30	44	96	74	154	16	170	-	-	**
	11%	11%	12%	13%	10%	12%	11%	11%	11%	12%	9%	14%	-%	-%	**
				d								lm			

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 264**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC4. Which part of the UK do you live in?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Wales	72	40	32	11	24	13	24	35	37	57	15	-	-	72	**
	5%	5%	4%	3%	5% c	5%	6% c	4%	6%	4%	8% i	-%	-%	100% kl	**
Scotland	125	63	62	33	37	21	34	70	55	110	15	-	125	-	**
	8%	8%	8%	9%	8%	8%	9%	8%	8%	8%	8%	-%	100% km	-%	**
Northern Ireland	45	23	22	8	15	8	13	23	22	29	15	-	-	-	**
	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	8% i	-%	-%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5. Which of these options applies to your home? Is it...**  
**by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Being bought on a mortgage	485	96	55	108	69	90	92	160	108	74	64	112	86	78	67	113	88	28	34	106	107
	32%	35%	36%	34%	37%	30%	37% e	32%	36%	36%	40%	40%	36%	25%	33% m	34% m	44% mno	38%	37%	38%	37%
Owned outright by the household	355	86	47	93	48	94	51	104	59	60	33	73	55	106	52	85	32	22	24	74	71
	24%	31%	31%	29%	26%	31% fgh	20%	21%	19%	29% j	21%	26%	23%	34% nop	26% p	25% p	16%	30%	26%	26%	25%
Rented from a Local Authority, Housing Association or Trust	317	48	20	63	33	64	42	116	51	34	22	43	45	68	41	79	39	13	10	49	51
	21%	17%	13%	20% b	18%	21%	17%	23% fh	17%	17%	14%	15%	19%	22%	21%	23%	19%	17%	11%	18% r	18% r
Rented from a private landlord	297	43	26	46	32	49	55	101	77	34	35	48	47	53	38	56	40	11	22	49	55
	20%	16%	17%	15%	17%	16%	22% e	20%	25% eg	17%	22%	17%	20%	17%	19%	17%	20%	15%	24%	17%	19%
Something else	18	2	-	1	1	2	4	6	4	-	1	-	2	1	-	1	2	-	-	1	2
	1%	1%	-%	*%	1%	1%	2%	1%	1%	-%	*%	-%	1% k	*%	-%	*%	1% no	-%	-%	*%	1%
Don't know	15	1	1	1	-	1	3	8	3	-	-	1	1	1	1	1	-	-	-	-	1
	1%	*%	*%	*%	-%	*%	1%	2% e	1%	-%	-%	*%	1%	*%	*%	*%	-%	-%	-%	-%	*%
Refused	13	*	3	2	1	1	2	4	2	1	3	1	*	1	3	3	-	-	2	1	1
	1%	*%	2% a	1%	1%	*%	1%	1%	1%	1%	2% kl	*%	*%	*%	1% p	1%	-%	-%	2% st	*%	*%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5. Which of these options applies to your home? Is it...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12	
		BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Being bought on a mortgage	485	261	71	190	138	44	29	426	281	169	40	267	72	185	151	43	191	157	149	197	32
	32%	38%	29%	39%	31%	37%	32%	33%	36%	29%	31%	38%	39%	40%	36%	36%	42%	26%	38%	30%	38%
		b		d					i								q		s		
Owned outright by the household	355	185	88	134	139	24	27	282	155	152	33	177	44	110	110	27	99	175	89	185	12
	24%	27%	36%	28%	32%	20%	29%	22%	20%	26%	25%	25%	24%	24%	26%	22%	22%	30%	23%	28%	15%
			a	e	e		g			h							p		t	rt	
Rented from a Local Authority, Housing Association or Trust	317	113	54	80	84	24	15	262	145	128	27	114	32	69	75	20	78	151	77	150	21
	21%	16%	22%	17%	19%	20%	16%	21%	19%	22%	21%	16%	17%	15%	18%	17%	17%	25%	19%	23%	25%
			a															p			
Rented from a private landlord	297	120	28	75	72	24	20	263	166	116	27	131	34	87	76	26	86	102	76	112	18
	20%	17%	11%	16%	16%	20%	21%	21%	22%	20%	21%	19%	18%	19%	18%	22%	19%	17%	19%	17%	22%
		b																			
Something else	18	2	2	1	3	1	1	16	11	6	2	2	*	2	1	1	2	2	1	3	1
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%
Don't know	15	1	2	1	1	1	1	14	6	9	1	1	1	2	-	2	1	1	-	2	-
	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	*%	1%	*%	-%	2%	*%	*%	-%	*%	-%
			a										k			n					
Refused	13	4	2	4	3	*	-	10	7	2	1	4	2	4	2	-	2	5	3	3	-
	1%	1%	1%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	-%	*%	1%	1%	1%	-%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5. Which of these options applies to your home? Is it...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Being bought on a mortgage	485	29	261	191	267	81	173	104	159	41	79	233	157	11	16	5	167	242	76
	32%	32%	38%	42%	38%	31%	44%	40%	36%	33%	32%	40%	37%	8%	7%	5%	31%	47%	17%
Owned outright by the household	355	27	185	99	177	90	82	62	123	30	25	44	123	93	164	71	47	59	248
	24%	29%	27%	22%	25%	34%	21%	24%	28%	24%	10%	8%	29%	66%	65%	64%	9%	12%	55%
		c	c			f							jk	jkl	jkl	jkl			pq
Rented from a Local Authority, Housing Association or Trust	317	15	113	78	114	42	62	45	71	25	50	127	83	30	57	27	123	104	90
	21%	16%	16%	17%	16%	16%	16%	17%	16%	20%	20%	22%	20%	21%	23%	24%	23%	20%	20%
Rented from a private landlord	297	20	120	86	131	46	70	50	80	26	67	166	53	5	11	6	170	98	29
	20%	21%	17%	19%	19%	18%	18%	19%	18%	21%	27%	29%	12%	4%	4%	5%	32%	19%	7%
											lmno	lmno	mno				qr	r	
Something else	18	1	2	2	2	1	1	1	2	1	9	4	3	*	1	*	11	4	2
	1%	1%	*%	*%	*%	*%	*%	*%	*%	1%	4%	1%	1%	*%	*%	*%	2%	1%	1%
											klmno						qr		
Don't know	15	1	1	1	1	-	1	-	1	-	12	2	-	1	1	-	14	-	1
	1%	1%	*%	*%	*%	-%	*%	-%	*%	-%	5%	*%	-%	*%	*%	-%	3%	-%	*%
											klmno						qr		
Refused	13	-	4	2	4	3	2	1	3	*	2	4	4	1	3	2	3	6	4
	1%	-%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r																			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 265**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC5. Which of these options applies to your home? Is it...**  
**by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Being bought on a mortgage	485	247	238	196	159	75	56	355	131	431	54	403	47	20	**
	32%	33%	32%	51% def	35% ef	29% f	14%	42% h	20%	33%	29%	32%	38%	28%	**
Owned outright by the household	355	184	171	119	111	58	67	230	125	301	54	302	25	17	**
	24%	25%	23%	31% def	24% f	23% f	17%	27% h	19%	23%	29% i	24%	20%	24%	**
Rented from a Local Authority, Housing Association or Trust	317	143	174	15	63	56	184	77	239	277	40	245	39	21	**
	21%	19%	23% a	4%	14% c	22% cd	46% cde	9%	37% g	21%	22%	19%	31% k	29% k	**
Rented from a private landlord	297	147	149	46	109	61	80	155	141	265	31	264	14	13	**
	20%	20%	20%	12%	24% c	24% c	20% c	18%	22% g	20%	17%	21% l	11%	18% l	**
Something else	18	8	10	4	6	3	5	10	8	16	2	17	-	1	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	**
Don't know	15	12	3	4	5	1	5	9	6	14	1	14	-	-	**
	1%	2% b	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	-%	-%	**
Refused	13	6	8	4	5	3	2	8	5	11	2	12	*	-	**
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7. Which of these options applies to you? Are you...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC- TIVE a	PASSIVE b	ESTED c	ENG- AGED d	INAC- TIVE e	PASSIVE f	ESTED g	ENG- AGED h	INAC- TIVE i	PASSIVE j	ESTED k	ENG- AGED l	INAC- TIVE m	PASSIVE n	ESTED o	ENG- AGED p	INAC- TIVE q	PASSIVE r	ESTED s	ENG- AGED t
Significance Level: 95%																					
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Married/ Civil Partnership/ living as married	855 57%	181 66%	107 71%	219 70%	132 71%	185 61% gh	151 61% g	267 53%	166 55%	142 70%	121 77% i	201 73%	166 70%	185 60%	135 67% m	222 66%	147 73% mo	52 70%	66 71%	197 71%	212 74%
Single	455 30%	45 16%	20 13%	47 15%	29 16%	68 23%	75 30% e	177 35% e	116 38% ef	34 17%	23 14%	47 17%	44 19%	56 18%	39 19%	64 19%	33 17%	13 17%	15 17%	46 17%	46 16%
Widowed, divorced or separated	182 12%	49 18% d	24 16%	46 15%	22 12%	47 15% fgh	21 8%	51 10%	23 7%	25 12%	13 8%	28 10%	25 11%	64 21% nop	27 14%	51 15% p	21 10%	9 13%	11 12%	35 13%	28 10%
Refused	8 1%	* *%	- -%	2 1%	1 1%	2 1%	1 *%	5 1% h	- -%	2 1%	1 *%	1 *%	1 *%	2 1%	1 *%	1 *%	- -%	* 1%	- -%	1 *%	1 1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7. Which of these options applies to you? Are you...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Married/ Civil Partnership/ living as married	855 57%	495 72% b	150 61%	345 71%	294 67%	82 69%	62 67% g	715 56% h	445 58% i	323 56% j	65 50%	508 73%	127 69%	345 75% k	286 69% l	90 76% m	339 74% n	354 60% o	289 73% p	400 61% q	60 72% r
Single	455 30%	107 16%	35 14%	72 15%	68 16%	22 19%	18 20%	420 33% f	251 33%	185 32%	49 37%	112 16%	38 21%	66 14%	82 20% mo	16 14%	71 16%	121 20% p	58 15%	134 20% r	14 17%
Widowed, divorced or separated	182 12%	81 12%	61 25% a	66 14%	76 17% ce	12 11%	12 13%	131 10%	71 9%	70 12% h	17 13%	73 11%	18 10%	44 10%	47 11%	12 10%	48 10%	115 19% p	47 12%	116 18% rt	9 11%
Refused	8 1%	2 *%	2 1%	3 1%	1 *%	2 1% d	* *%	7 1%	4 1%	4 1%	- -%	3 *%	2 1%	3 1%	1 *%	* *%	1 *%	3 1%	1 *%	3 *%	* 1%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7. Which of these options applies to you? Are you...  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Married/ Civil Partnership/ living as married	855 57%	62 67%	495 72%	339 74%	508 73%	182 69%	297 76% e	199 76% h	303 69%	91 74%	33 13%	390 67% jno	299 71% jno	91 65% jno	133 53% jo	42 38% j	201 38%	386 75% pr	268 59% p
Single	455 30%	18 20%	107 16%	71 16%	112 16%	44 17%	56 14%	40 15%	75 17%	22 18%	210 86% klmno	163 28% lmno	64 15% mno	9 7%	17 7%	8 7%	319 60% qr	90 17% r	46 10%
Widowed, divorced or separated	182 12%	12 13%	81 12%	48 10%	73 11%	35 13% f	36 9%	22 8%	59 13% g	10 8%	1 *% j	23 4% jk	57 14% jkl	40 28% jkl	101 40% jklm	61 55% jklmn	12 2%	35 7% p	135 30% pq
Refused	8 1%	* *%	2 *%	1 *%	3 *%	2 1%	* *%	1 *%	2 *%	* *%	* *%	4 1%	3 1%	1 1%	1 *%	* *%	4 1%	3 1%	2 *%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 266**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC7. Which of these options applies to you? Are you...**  
**by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Married/ Civil Partnership/ living as married	855	436	418	264	265	161	165	529	326	749	106	726	66	38	**
	57%	58%	56%	68% def	58% f	63% f	41%	63% h	50%	57%	58%	58%	53%	53%	**
Single	455	239	216	84	148	65	159	232	223	403	52	383	41	20	**
	30%	32%	29%	22%	32% ce	25%	40% cde	27%	34% g	31%	28%	30%	32%	28%	**
Widowed, divorced or separated	182	69	113	36	43	30	73	79	103	156	26	142	18	14	**
	12%	9%	15% a	9%	9%	12%	18% cde	9%	16% g	12%	14%	11%	14%	19% k	**
Refused	8	4	5	3	2	1	2	5	3	8	1	7	-	-	**
	1%	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%	1%	-%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Significance Level: 95%																					
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
<b>WHITE</b>																					
British	922	177	104	200	110	174	155	316	181	126	95	189	141	195	121	230	126	50	59	182	184
	61%	64%	69%	64%	59%	58%	62%	63%	59%	62%	60%	68%	60%	63%	60%	68%	63%	67%	63%	65%	64%
English	166	37	15	34	26	45	20	48	31	23	25	25	29	37	25	34	26	10	12	25	37
	11%	14%	10%	11%	14%	15%	8%	10%	10%	11%	16%	9%	12%	12%	12%	10%	13%	14%	13%	9%	13%
			d			fg		e			k	jl				n				s	
Scottish	97	18	7	20	10	22	17	33	17	15	8	17	12	22	16	22	12	4	4	20	14
	6%	7%	5%	6%	5%	7%	7%	7%	6%	7%	5%	6%	5%	7%	8%	6%	6%	6%	4%	7%	5%
Welsh	42	7	3	13	6	7	7	14	9	7	1	7	6	11	4	7	7	2	1	9	7
	3%	3%	2%	4%	3%	2%	3%	3%	3%	3%	1%	3%	3%	4%	2%	2%	4%	2%	1%	3%	2%
										j											
Irish	31	6	2	7	5	8	5	12	3	7	3	7	2	8	5	7	2	2	2	5	6
	2%	2%	1%	2%	3%	3%	2%	2%	1%	3%	2%	3%	1%	2%	3%	2%	1%	3%	3%	2%	2%
										l											
Other white background	72	13	3	9	13	8	14	22	23	8	7	12	18	13	8	11	10	3	4	8	14
	5%	5%	2%	3%	7%	3%	6%	4%	8%	4%	4%	4%	8%	4%	4%	3%	5%	4%	4%	3%	5%
					bc		e		eg				ik								
<b>MIXED</b>																					
White and Black Caribbean	10	*	*	1	-	3	*	4	2	-	-	1	1	1	-	2	-	-	-	1	1
	1%	*%	*%	*%	-%	1%	*%	1%	1%	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%	*%	*%
White and Black African	6	1	2	-	-	2	-	1	1	2	1	-	1	-	3	2	-	-	1	2	1
	*%	*%	1%	-%	-%	1%	-%	*%	*%	1%	1%	-%	*%	-%	1%	1%	-%	-%	1%	1%	*%
			cd							k					mp						
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
White and Asian	6	-	*	2	*	*	1	4	2	*	-	2	*	*	-	2	*	-	-	2	1
	*%	-%	*%	*%	*%	*%	*%	1%	1%	*%	-%	1%	*%	*%	-%	*%	*%	-%	-%	1%	*%
Other mixed background	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-
	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%
ASIAN AND BRITISH ASIAN																					
Indian	28	5	2	6	2	4	5	10	7	4	6	4	4	6	4	3	4	2	2	6	4
	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	4%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%
Pakistani	15	1	1	2	2	4	3	5	2	1	1	1	2	2	2	1	1	-	-	2	1
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	-%	-%	1%	*%
Bangladeshi	11	2	3	*	1	1	4	3	3	-	3	1	2	-	4	1	1	-	3	1	2
	1%	1%	2%	*%	1%	*%	1%	1%	1%	-%	2%	*%	1%	-%	2%	*%	1%	-%	3%	*%	1%
Other Asian background	12	1	*	2	1	4	1	2	5	1	1	2	2	-	2	2	1	-	1	3	2
	1%	1%	*%	1%	*%	1%	1%	*%	2%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%
BLACK AND BLACK BRITISH																					
Caribbean	23	2	3	4	2	6	5	6	5	3	2	2	5	4	2	4	3	*	1	4	2
	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
African	34	4	4	6	5	6	8	10	9	3	5	3	5	5	4	4	5	1	3	5	7
	2%	1%	3%	2%	3%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%	1%	3%	1%	3%	2%	3%
Other black background	2	-	*	-	-	1	1	-	1	-	-	*	-	-	-	*	-	-	-	-	-
	*%	-%	*%	-%	-%	*%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Significance Level: 95%																					
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
<b>CHINESE</b>																					
Chinese	5	*	-	2	-	1	2	1	1	1	-	1	2	1	1	1	-	-	*	1	2
	*%	*%	-%	1%	-%	*%	1%	*%	*%	1%	-%	*%	1%	*%	1%	*%	-%	-%	*%	*%	1%
<b>MIDDLE EAST AND ARABIC ORIGIN</b>																					
Middle Eastern, including Arabic	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Iranian	6	-	1	1	*	2	-	2	2	1	1	2	-	1	-	2	*	-	-	1	*
	*%	-%	*%	*%	*%	1%	-%	*%	1%	*%	*%	1%	-%	*%	-%	1%	*%	-%	-%	*%	*%
<b>OTHER ETHNIC GROUP</b>																					
Any other ethnic background	6	-	-	1	-	2	-	4	1	1	-	-	-	-	-	1	1	-	-	1	1
	*%	-%	-%	*%	-%	1%	-%	1%	*%	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%
Refused	4	1	-	1	1	1	1	1	2	-	1	1	2	2	-	1	1	-	-	2	1
	*%	*%	-%	*%	*%	*%	*%	*%	1%	-%	*%	*%	1%	1%	-%	*%	*%	-%	-%	1%	*%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
WHITE																					
British	922 61%	443 65%	152 62%	313 64%	278 63%	75 64%	57 61%	779 61%	474 61%	352 60%	72 55%	452 65% l	102 55%	295 64%	257 62%	70 59%	292 64%	383 65%	257 65%	415 64%	52 63%
English	166 11%	79 12%	34 14%	57 12%	55 12%	12 10%	12 12%	132 10%	85 11%	58 10%	13 10%	80 12%	23 12%	50 11%	52 13%	14 12%	59 13%	63 11%	43 11%	78 12%	9 11%
Scottish	97 6%	39 6%	17 7%	26 5%	29 7%	6 5%	8 9%	82 6%	57 7%	32 5%	9 7%	41 6%	11 6%	22 5%	29 7%	4 3%	30 7%	42 7%	23 6%	48 7%	4 5%
Welsh	42 3%	19 3%	10 4%	15 3%	13 3%	4 3%	3 3%	34 3%	19 3%	18 3%	5 4%	17 2%	5 3%	11 2%	10 2%	4 3%	8 2%	21 4% p	11 3%	19 3%	3 3%
Irish	31 2%	15 2%	5 2%	9 2%	12 3%	3 3%	2 2%	27 2%	10 1%	18 3% h	2 1%	16 2%	3 1%	7 2%	11 3%	2 2%	9 2%	14 2%	6 2%	16 3%	1 1%
Other white background	72 5%	27 4%	11 4%	18 4%	19 4%	5 4%	5 5%	63 5%	33 4%	34 6%	10 7% h	27 4%	18 10% k	23 5%	22 5%	9 8%	13 3%	27 5%	16 4%	25 4%	4 5%
MIXED																					
White and Black Caribbean	10 1%	2 *%	- -%	2 *%	* *%	1 1%	- -%	9 1%	7 1%	2 *%	1 1%	2 *%	- -%	2 *%	- -%	- -%	1 *%	2 *%	* *%	2 *%	- -%
White and Black African	6 *%	3 *%	* *%	2 *%	1 *%	- -%	- -%	4 *%	3 *%	1 *%	1 1%	3 *%	* *%	1 *%	2 *%	1 1%	3 1%	2 *%	1 *%	3 1%	- -%
White and Asian	6 *%	2 *%	* *%	2 *%	1 *%	1 1%	1 1%	6 *%	3 *%	3 1%	2 1%	2 *%	* *%	2 1%	* *%	1 1%	1 *%	2 *%	1 *%	2 *%	1 1%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Other mixed background	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
ASIAN AND BRITISH ASIAN																					
Indian	28 2%	12 2%	3 1%	8 2%	7 2%	2 1%	* 1%	26 2%	14 2%	12 2%	3 3%	12 2%	5 3%	10 2%	8 2%	1 1%	11 2% q	7 1%	10 3% s	7 1%	2 2%
Pakistani	15 1%	3 *%	3 1%	2 *%	4 1%	1 *%	1 1%	14 1%	6 1%	8 1%	1 1%	3 *%	3 1% k	2 *%	3 1%	1 *%	1 *%	6 1% p	2 *%	5 1%	- -%
Bangladeshi	11 1%	5 1%	1 *%	5 1%	2 *%	2 2%	1 1%	10 1%	8 1%	3 1%	1 1%	5 1%	1 *%	6 1% n	* *%	3 3% n	3 1%	2 *%	3 1%	2 *%	1 1%
Other Asian background	12 1%	5 1%	- -%	3 1%	2 *%	* *%	* *%	12 1%	9 1%	3 1%	1 1%	6 1%	1 *%	3 1%	3 1%	* *%	5 1% q	1 *%	3 1%	2 *%	* 1%
BLACK AND BLACK BRITISH																					
Caribbean	23 2%	6 1%	6 2% a	8 2%	4 1%	3 2%	1 1%	21 2%	10 1%	12 2%	3 2%	7 1%	5 3% k	7 1%	5 1%	4 3%	7 2%	6 1%	3 1%	10 2%	2 2%
African	34 2%	16 2%	3 1%	10 2%	8 2%	3 3%	2 2%	31 2%	19 2%	14 2%	3 3%	15 2%	2 1%	11 2%	5 1%	4 4% n	11 2%	8 1%	8 2%	10 2%	2 3%
Other black background	2 *%	- -%	* *%	* *%	- -%	- -%	- -%	2 *%	2 *%	1 *%	1 1%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH			
	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	
	BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Unweighted total	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Effective Weighted Sample	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
CHINESE																					
Chinese	5 *%	2 *%	1 *%	1 *%	1 *%	1 1%	1 1% g	3 *%	2 *%	3 *%	1 1%	2 *%	1 1%	1 *%	3 1%	1 1%	2 *%	2 *%	1 *%	3 *%	- -%
MIDDLE EAST AND ARABIC ORIGIN																					
Middle Eastern, including Arabic	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Iranian	6 *%	2 *%	1 *%	* *%	2 *%	- -%	- -%	6 *%	4 1%	2 *%	1 1%	1 *%	2 1% k	1 *%	2 *%	- -%	2 *%	1 *%	2 *%	1 *%	* *%
OTHER ETHNIC GROUP																					
Any other ethnic background	6 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	6 *%	2 *%	4 1%	1 *%	1 *%	- -%	1 *%	- -%	- -%	1 *%	1 *%	1 *% s	- -%	- -%
Refused	4 *%	2 *%	1 *%	2 *%	1 *%	- -%	- -%	4 *%	2 *%	2 *%	2 1%	2 *%	2 1%	2 *%	2 1%	- -%	2 *%	2 *%	2 *%	2 *%	2 2% s

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
<b>WHITE</b>																			
British	922 61%	57 61%	443 65%	292 64%	452 65%	176 67%	248 64%	163 62%	287 65%	76 62%	138 57%	338 58%	280 66% jk	91 65% jk	165 66% jk	74 67% jk	299 56%	324 63% p	299 66% p
English	166 11%	12 12%	79 12%	59 13%	80 12%	25 10%	50 13%	27 10%	56 13%	15 12%	19 8%	60 10%	53 13% j	20 14% j	34 13% j	14 12%	50 9%	61 12%	56 12% p
Scottish	97 6%	8 9%	39 6%	30 7%	41 6%	12 5%	26 7%	16 6%	26 6%	6 5%	17 7%	33 6%	28 7%	10 7%	20 8%	10 9% k	35 7%	26 5%	36 8% q
Welsh	42 3%	3 3%	19 3%	8 2%	17 2%	10 4% f	7 2%	9 4%	9 2%	5 4%	7 3%	10 2%	14 3% k	6 4% k	11 4% k	6 5% k	12 2%	11 2%	19 4% pq
Irish	31 2%	2 2%	15 2%	9 2%	16 2%	7 3%	8 2%	5 2%	11 2%	3 2%	3 1%	15 3%	6 1%	5 3% l	7 3%	2 2%	12 2%	7 1%	12 3%
Other white background	72 5%	5 5%	27 4%	13 3%	27 4%	13 5%	13 3%	13 5%	15 3%	8 6%	12 5% Imno	44 8% Imno	11 3%	2 2%	4 2%	2 2%	41 8% qr	21 4% r	9 2%
<b>MIXED</b>																			
White and Black Caribbean	10 1%	- -%	2 *% *	1 *% *	2 *% *	1 *% *	* *% *	2 1%	* *% *	- -%	4 2% mn	3 1%	3 1%	- -%	* *% *	* *% *	6 1%	2 *% *	2 *% *

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
White and Black African	6 *%	- -%	3 *%	3 1%	3 *%	- -%	3 1%	1 *%	2 1%	- -%	1 1%	3 1%	1 *%	* *%	* *%	- -%	1 *%	4 1% r	* *%
White and Asian	6 *%	1 1%	2 *%	1 *%	2 *%	1 1%	1 *%	2 1%	* *% h	1 1% h	3 1% kl	1 *% n	1 *% o	* *%	* *%	- -%	5 1% q	* *%	1 *%
Other mixed background	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%
ASIAN AND BRITISH ASIAN																			
Indian	28 2%	* 1%	12 2%	11 2%	12 2%	3 1%	9 2%	6 2%	8 2%	2 2%	7 3% o	12 2%	6 1%	3 2%	3 1%	1 1%	11 2%	12 2% r	5 1%
Pakistani	15 1%	1 1%	3 *%	1 *%	3 *%	2 1%	1 *%	2 1%	1 *%	1 *% lmn	5 2% l	8 1% m	1 *%	* *%	1 1%	1 1%	10 2% qr	4 1%	2 *%
Bangladeshi	11 1%	1 1%	5 1%	3 1%	5 1%	2 1%	3 1%	2 1%	3 1%	1 1% lno	4 2% n	6 1%	1 *%	* *%	* *%	- -%	6 1% r	5 1% r	* *%
Other Asian background	12 1%	* *%	5 1%	5 1%	6 1%	1 *%	4 1%	1 *%	4 1%	- -%	3 1%	7 1% n	2 *%	* *%	* *%	- -%	6 1% r	6 1% r	1 *%
BLACK AND BLACK BRITISH																			
Caribbean	23 2%	1 1%	6 1%	7 2%	7 1%	* *%	5 1% e	2 1%	5 1%	1 1%	7 3% mno	9 1%	6 1%	1 1%	1 1%	* *%	12 2% r	7 1%	4 1%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
African	34 2%	2 2%	16 2%	11 2%	15 2%	5 2%	10 3%	8 3%	7 2%	5 4%	6 3%	21 4%	5 1%	1 1%	2 1%	1 1%	16 3%	14 3%	3 1%
Other black background	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 1% kl	- -%	- -%	* *%	* *%	- -%	2 *%	- -%	* *%
CHINESE																			
Chinese	5 *% b	1 1% b	2 *%	2 *%	2 *%	1 *%	* *%	2 1%	1 *%	1 1%	- -%	4 1%	1 *%	- -%	- -%	- -%	2 *%	3 1% r	- -%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%
Iranian	6 *%	- -%	2 *%	2 *%	1 *%	- -%	1 *%	* *%	1 *%	- -%	2 1% n	3 1%	1 *%	- -%	- -%	- -%	4 1% r	2 *% r	- -%
OTHER ETHNIC GROUP																			
Any other ethnic background	6 *%	- -%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	3 1% n	2 *%	1 *%	- -%	- -%	- -%	3 1% r	2 *% r	- -%
Refused	4 *%	- -%	2 *%	2 *%	2 *%	1 *%	2 *%	1 *%	2 *%	- -%	- -%	3 1%	1 *%	- -%	- -%	- -%	2 *%	2 *%	1 *%
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r																			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
<b>WHITE</b>															
British	922	446	476	238	283	151	250	521	401	785	137	847	25	27	**
	61%	60%	63%	61%	62%	59%	63%	62%	61%	60%	74% i	67% lm	20%	38% l	**
English	166	87	80	53	48	30	35	102	65	152	14	163	2	1	**
	11%	12%	11%	14% f	11%	12%	9%	12%	10%	12% j	7%	13% lm	2%	2%	**
Scottish	97	50	48	26	28	16	27	54	43	91	6	3	94	-	**
	6%	7%	6%	7%	6%	6%	7%	6%	7%	7% j	3%	*% km	76%	-%	**
Welsh	42	25	17	8	12	9	13	20	22	32	10	3	-	39	**
	3%	3%	2%	2%	3%	3%	3%	2%	3%	2%	5% i	*% i	-%	54% kl	**
Irish	31	14	17	7	8	6	11	15	17	24	7	11	-	-	**
	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	4% i	1%	-%	-%	**
Other white background	72	35	37	14	19	23	16	33	39	67	5	68	2	2	**
	5%	5%	5%	4%	4%	9% cdf	4%	4%	6% g	5% j	2%	5% l	1%	3%	**
<b>MIXED</b>															
White and Black Caribbean	10	6	4	1	3	4	3	3	6	8	2	10	-	-	**
	1%	1%	1%	*% c	1%	1% c	1%	*% c	1%	1%	1%	1%	-%	-%	**
White and Black African	6	3	3	1	3	*	1	4	2	5	1	6	-	-	**
	*% c	*% c	*% c	*% c	1% c	*% c	*% c	*% c	*% c	*% c	*% c	*% c	-%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
White and Asian	6	3	3	1	4	*	1	5	1	6	-	6	-	-	**
	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	-%	1%	-%	-%	**
Other mixed background	1	-	1	-	1	-	-	1	-	1	-	1	-	-	**
	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%	**
<b>ASIAN AND BRITISH ASIAN</b>															
Indian	28	17	11	8	10	4	7	17	10	26	1	26	1	1	**
	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	**
Pakistani	15	9	7	3	2	3	8	5	11	15	-	15	-	-	**
	1%	1%	1%	1%	*%	1%	2%	1%	2%	1%	-%	1%	-%	-%	**
							d		g						
Bangladeshi	11	7	3	1	5	1	3	7	4	11	-	10	-	1	**
	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	-%	1%	-%	1%	**
Other Asian background	12	8	4	4	5	2	2	8	4	12	-	12	-	-	**
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	-%	-%	**
<b>BLACK AND BLACK BRITISH</b>															
Caribbean	23	13	9	6	9	1	6	16	7	21	2	22	*	-	**
	2%	2%	1%	2%	2%	*%	2%	2%	1%	2%	1%	2%	*%	-%	**
				e	e		e								
African	34	14	20	9	13	5	8	21	13	33	1	33	1	-	**
	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	*%	3%	1%	-%	**
										j					
Other black background	2	1	1	-	1	-	1	1	1	2	-	2	-	-	**
	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	-%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 267**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC8. Which of these ethnic groups do you consider you belong to?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
<b>CHINESE</b>															
Chinese	5	3	2	1	3	-	2	3	2	5	-	5	-	-	**
	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%	-%	*%	-%	-%	**
<b>MIDDLE EAST AND ARABIC ORIGIN</b>															
Middle Eastern, including Arabic	1	1	-	-	-	-	1	-	1	1	-	1	-	-	**
	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	-%	-%	**
Iranian	6	4	2	2	2	1	1	4	2	5	1	5	-	1	**
	*%	1%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	-%	2% k	**
<b>OTHER ETHNIC GROUP</b>															
Any other ethnic background	6	1	5	1	*	1	3	2	4	6	-	5	*	-	**
	*%	*%	1%	*%	*%	*%	1% d	*%	1%	*%	-%	*%	*%	-%	**
Refused	4	1	3	3	-	-	1	3	1	4	-	4	-	-	**
	*%	*%	*%	1% de	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
	Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Cannot walk very far or manage stairs or can only do so with difficulty	66 4%	15 5%	7 5%	19 6%	11 6%	13 4%	8 3%	17 3%	11 3%	10 5%	4 2%	8 3%	9 4%	19 6%	11 5%	19 6%	8 4%	5 7%	2 2%	11 4%	12 4%
Breathlessness or chest pains	54 4%	13 5%	5 4%	15 5%	7 4%	11 4% h	8 3%	16 3%	5 2%	7 3%	4 2%	8 3%	5 2%	18 6%	7 3%	14 4%	6 3%	4 5%	3 4%	9 3%	6 2%
Other illnesses or health problems which limit your daily activities or the work you can do	44 3%	6 2%	3 2%	11 4%	7 4%	9 3%	5 2%	15 3% h	4 1%	6 3%	2 1%	6 2%	6 3%	15 5%	6 3%	10 3%	6 3%	4 5%	1 1%	7 3%	6 2%
Mental health problems or difficulties	41 3%	7 3%	4 2%	10 3%	3 2%	5 2%	9 4% h	15 3%	5 2%	6 3%	3 2%	6 2%	6 2%	11 4% n	3 1%	11 3%	4 2%	2 2%	1 1%	8 3%	7 2%
Poor hearing, partial hearing or deafness	28 2%	6 2%	4 3% d	8 3%	1 1%	8 3% g	3 1%	4 1%	3 1%	2 1%	* *% j	6 2%	1 1%	11 4%	4 2%	8 2%	3 2%	1 2%	1 1%	4 1%	2 1%
Poor vision, partial sight or blindness	18 1%	7 2% c	2 1%	2 1%	2 1%	3 1%	2 1%	5 1%	2 1%	2 1%	1 1%	3 1%	2 1%	8 3% op	4 2%	3 1%	1 1%	1 1%	* *% c	3 1%	3 1%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Limited ability to reach	12	2	1	2	3	1	1	4	2	1	-	1	2	3	2	3	2	-	-	1	3
	1%	1%	1%	1%	2%	*%	*%	1%	1%	*%	-%	*%	1%	1%	1%	1%	1%	-%	-%	*%	1%
Cannot walk at all/ use a wheelchair	7	1	1	1	2	1	2	1	2	-	-	*	1	3	-	1	1	-	*	-	2
	*%	*%	1%	*%	1%	*%	1%	*%	1%	-%	-%	*%	1%	1%	-%	*%	1%	-%	*%	-%	1%
Difficulty in speaking or communicating	5	*	1	1	1	2	-	1	-	-	-	1	1	1	-	1	1	-	-	1	1
	*%	*%	*%	*%	1%	1%	-%	*%	-%	-%	-%	*%	*%	*%	-%	*%	1%	-%	-%	*%	*%
None	1290	230	129	259	160	259	219	435	279	176	143	245	211	240	175	282	178	64	82	238	257
	86%	84%	86%	82%	87%	86%	88%	87%	92%	86%	90%	88%	90%	78%	87%	84%	89%	85%	88%	85%	90%
								eg							m	m	mo				s
Refused	17	3	3	5	3	3	2	8	2	2	3	3	1	7	2	4	1	-	2	4	3
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	-%	2%	1%	1%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Cannot walk very far or manage stairs or can only do so with difficulty	66 4%	29 4%	23 9% a	27 6%	25 6%	5 5%	5 5%	43 3%	24 3%	24 4%	6 5%	25 4%	6 3%	16 3%	15 4%	3 2%	16 4%	41 7% p	20 5%	37 6%	4 4%
Breathlessness or chest pains	54 4%	22 3%	17 7% a	16 3%	23 5% c	3 3%	3 3%	37 3%	19 2%	21 4%	3 2%	18 3%	5 3%	9 2%	14 3%	3 2%	11 2%	34 6% p	13 3%	32 5%	3 3%
Other illnesses or health problems which limit your daily activities or the work you can do	44 3%	17 3%	10 4%	12 2%	15 3%	4 3%	2 2%	32 3%	17 2%	17 3%	2 2%	17 2%	4 2%	9 2%	12 3%	4 3%	11 2%	26 4% p	10 3%	27 4%	4 5%
Mental health problems or difficulties	41 3%	18 3%	5 2%	14 3%	9 2%	1 1%	2 3%	33 3%	20 3%	15 3%	5 4%	18 3%	3 1%	10 2%	10 2%	1 1%	14 3%	16 3%	12 3%	18 3%	1 1%
Poor hearing, partial hearing or deafness	28 2%	7 1%	13 5% a	7 2%	13 3% e	- -%	1 1%	18 1%	7 1%	11 2% hj	- -%	6 1%	4 2%	5 1%	5 1%	1 1%	4 1%	23 4% p	5 1%	22 3% r	* **%
Poor vision, partial sight or blindness	18 1%	7 1%	6 3% a	6 1%	8 2%	2 2%	1 1%	11 1%	6 1%	6 1%	1 1%	5 1%	2 1%	4 1%	4 1%	3 2%	5 1%	12 2%	7 2%	10 2%	1 1%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

## Table 268

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO? by ALL MARKET CROSS-BREAKS**

[illegible]

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE					AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Cannot walk very far or manage stairs or can only do so with difficulty	66 4%	5 5%	29 4%	16 4%	25 4%	13 5%	12 3%	10 4%	18 4%	4 3%	1 *%	6 1%	23 5% jk	12 8% jkl	37 15% jklm	25 22% jklmn	2 *%	16 3% p	48 11% pq
Breathlessness or chest pains	54 4%	3 3%	22 3%	11 2%	18 3%	10 4%	8 2%	7 3%	14 3%	3 3%	1 1%	6 1%	18 4% jk	11 8% jkl	28 11% jkl	17 15% jklm	3 1%	12 2% p	39 9% pq
Other illnesses or health problems which limit your daily activities or the work you can do	44 3%	2 2%	17 3%	11 2%	17 2%	8 3%	7 2%	6 2%	11 3%	3 2%	3 1%	8 1%	17 4% jk	5 4% jk	15 6% jk	10 9% jklm	7 1%	12 2%	24 5% pq
Mental health problems or difficulties	41 3%	2 3%	18 3%	14 3%	18 3%	4 2%	14 4%	9 3%	8 2%	2 2%	6 2%	19 3%	12 3%	3 2%	5 2%	2 2%	13 2%	15 3%	13 3%
Poor hearing, partial hearing or deafness	28 2%	1 1%	7 1%	4 1%	6 1%	3 1%	2 1%	1 1%	6 1%	- -%	- -%	3 *%	5 1% j	6 4% jkl	21 8% jklm	15 13% jklmn	1 *%	2 *%	25 6% pq
Poor vision, partial sight or blindness	18 1%	1 1%	7 1%	5 1%	5 1%	2 1%	3 1%	2 1%	5 1%	1 1%	- -%	4 1%	5 1% j	2 2% j	9 4% jkl	7 6% jklm	2 *%	4 1%	12 3% pq

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Limited ability to reach	12 1%	1 1%	5 1%	3 1%	4 1%	2 1%	2 1%	3 1%	1 *%	2 2% h	- -%	1 *%	4 1%	1 1%	7 3% jkl	6 5% jklm	- -%	4 1% p	8 2% pq
Cannot walk at all/ use a wheelchair	7 *%	* *%	2 *%	1 *%	1 *%	1 1%	- -%	1 *%	1 *%	* *%	- -%	1 *%	3 1%	1 1% j	3 1% jk	2 1% jk	* *%	3 1% p	4 1% p
Difficulty in speaking or communicating	5 *%	- -%	2 *%	* *%	2 *%	1 *%	* *%	1 *%	1 *%	1 1%	- -%	1 *%	2 *%	* *%	2 1% k	2 2% jkl	- -%	1 *% p	3 1% p
None	1290 86%	80 86%	596 87%	401 87%	616 89%	231 88%	345 89%	233 89%	381 87%	112 90%	232 95% lmno	537 92% lmno	357 84% mno	106 76% no	164 65% o	58 52% o	505 94% qr	457 89% r	329 73% p
Refused	17 1%	2 2%	8 1%	7 1%	7 1%	2 1%	5 1%	2 1%	5 1%	1 1%	1 *%	5 1%	7 2% j	4 3% jk	5 2% j	1 1%	4 1%	6 1%	7 2%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Cannot walk very far or manage stairs or can only do so with difficulty	66 4%	32 4%	34 5%	11 3%	13 3%	9 3%	33 8% cde	24 3%	42 6% g	58 4%	8 5%	50 4%	8 6%	7 9% k	** **
Breathlessness or chest pains	54 4%	30 4%	24 3%	7 2%	9 2%	8 3%	30 8% cde	16 2%	38 6% g	51 4%	3 2%	43 3%	4 3%	5 7% k	** **
Other illnesses or health problems which limit your daily activities or the work you can do	44 3%	22 3%	21 3%	5 1%	8 2%	5 2%	24 6% cde	14 2%	30 5% g	37 3%	6 3%	29 2%	5 4%	8 11% kl	** **
Mental health problems or difficulties	41 3%	20 3%	21 3%	3 1%	6 1%	6 2% c	27 7% cde	8 1%	33 5% g	36 3%	5 3%	29 2%	7 5% k	4 6% k	** **
Poor hearing, partial hearing or deafness	28 2%	17 2%	12 2%	5 1%	5 1%	4 2%	14 4% cde	10 1%	19 3% g	23 2%	5 3%	22 2%	3 3%	2 3%	** **
Poor vision, partial sight or blindness	18 1%	11 1%	7 1%	3 1%	1 *%	4 2% d	10 3% cd	3 *%	15 2% g	14 1%	4 2% i	17 1%	* *%	1 1%	** **

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 268**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC9. Please tell me which of these, if any, LIMIT your DAILY ACTIVITIES or the WORK YOU CAN DO?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Limited ability to reach	12	6	6	1	2	2	7	3	9	11	1	9	1	2	**
	1%	1%	1%	*%	*%	1%	2% cd	*%	1% g	1%	1%	1%	1%	3% k	**
Cannot walk at all/ use a wheelchair	7	4	4	1	*	2	4	1	6	6	1	6	-	*	**
	*%	1%	*%	*%	*%	1% d	1% cd	*%	1% g	*%	1%	1%	-%	1%	**
Difficulty in speaking or communicating	5	2	3	-	1	1	3	1	4	4	*	4	*	-	**
	*%	*%	*%	-%	*%	*%	1% c	*%	1% g	*%	*%	*%	*%	-%	**
None	1290	639	651	356	421	228	286	777	514	1129	161	1101	102	49	**
	86%	85%	87%	92% f	92% ef	88% f	72%	92% h	78%	86%	87%	88% lm	82% m	68%	**
Refused	17	8	9	5	4	2	6	9	8	16	1	13	1	2	**
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	3%	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?  
by ALL MARKET CROSS-BREAKS**

Base : Those with poor vision, partial sight or blindness

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Significance Level: 95%																					
Unweighted total	36	15	4	5	4	6	4	9	4	3	2	6	3	18	6	7	2	2	1	5	5
Effective Weighted Sample	34	14	4	5	4	6	4	9	4	3	2	6	3	17	6	7	2	2	1	5	5
Total	18	7	2	2	2	3	2	5	2	2	1	3	2	8	4	3	1	1	*	3	3
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Significance Level: 95%																					
Unweighted total	36	15	4	5	4	6	4	9	4	3	2	6	3	18	6	7	2	2	1	5	5
Effective Weighted Sample	34	14	4	5	4	6	4	9	4	3	2	6	3	17	6	7	2	2	1	5	5
Total	18	7	2	2	2	3	2	5	2	2	1	3	2	8	4	3	1	1	*	3	3
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?  
by ALL MARKET CROSS-BREAKS**

Base : Those with poor vision, partial sight or blindness

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	36	13	15	12	16	4	3	20	10	13	2	9	5	7	7	5	9	24	11	22	2
Effective Weighted Sample	34	12	15	11	15	4	3	19	9	13	2	9	5	7	7	5	9	22	10	21	2
Total	18	7	6	6	8	2	1	11	6	6	1	5	2	4	4	3	5	12	7	10	1
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	36	13	15	12	16	4	3	20	10	13	2	9	5	7	7	5	9	24	11	22	2
Effective Weighted Sample	34	12	15	11	15	4	3	19	9	13	2	9	5	7	7	5	9	22	10	21	2
Total	18	7	6	6	8	2	1	11	6	6	1	5	2	4	4	3	5	12	7	10	1
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?  
by ALL MARKET CROSS-BREAKS**

Base : Those with poor vision, partial sight or blindness

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	36	3	13	9	9	3	6	4	9	1	-	5	10	5	21	16	3	6	27
Effective Weighted Sample	34	3	12	9	9	3	6	4	8	1	-	5	10	5	20	16	3	6	26
Total	18	1	7	5	5	2	3	2	5	1	-	4	5	2	9	7	2	4	12
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?  
by ALL MARKET CROSS-BREAKS**

Base : Those with poor vision, partial sight or blindness

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE				AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	36	3	13	9	9	3	6	4	9	1	-	5	10	5	21	16	3	6	27
Effective Weighted Sample	34	3	12	9	9	3	6	4	8	1	-	5	10	5	20	16	3	6	26
Total	18	1	7	5	5	2	3	2	5	1	-	4	5	2	9	7	2	4	12
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	36	21	15	4	2	11	19	6	30	27	9	33	1	1	1
Effective Weighted Sample	34	20	14	4	2	11	18	6	28	25	8	31	1	1	1
Total	18	11	7	3	1	4	10	3	15	14	4	17	*	1	*
Cannot tell by the light where the windows are	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

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**Table 269**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC10. Which of these best describes your sight - with glasses or contact lenses if you normally use them?  
by ALL MARKET CROSS-BREAKS**

Base : Those with poor vision, partial sight or blindness

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	36	21	15	4	2	11	19	6	30	27	9	33	1	1	1
Effective Weighted Sample	34	20	14	4	2	11	18	6	28	25	8	31	1	1	1
Total	18	11	7	3	1	4	10	3	15	14	4	17	*	1	*
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Significance Level: 95%																					
Unweighted total	59	13	10	18	3	17	5	8	6	5	1	12	2	25	8	17	6	3	2	7	3
Effective Weighted Sample	56	13	10	17	3	17	5	8	5	5	1	11	2	24	8	16	6	3	2	7	3
Total	28	6	4	8	1	8	3	4	3	2	*	6	1	11	4	8	3	1	1	4	2
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Significance Level: 95%																					
Unweighted total	59	13	10	18	3	17	5	8	6	5	1	12	2	25	8	17	6	3	2	7	3
Effective Weighted Sample	56	13	10	17	3	17	5	8	5	5	1	11	2	24	8	16	6	3	2	7	3
Total	28	6	4	8	1	8	3	4	3	2	*	6	1	11	4	8	3	1	1	4	2
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

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**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
		~a	~b				~f	~g				~k	~l				~p	~q			
Significance Level: 95%				~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t
Unweighted total	59	14	30	15	29	-	2	35	14	22	-	12	8	9	11	2	7	49	9	47	1
Effective Weighted Sample	56	13	29	14	29	-	2	33	13	21	-	11	8	8	11	2	6	48	8	46	1
Total	28	7	13	7	13	-	1	18	7	11	-	6	4	5	5	1	4	23	5	22	*
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH						
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS				
		BUNDLE	ALONE				LAST 12	BUNDLE				ALONE	LAST 12				BUNDLE	ALONE				LAST 12	BUNDLE	ALONE	LAST 12
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t				
Unweighted total	59	14	30	15	29	-	2	35	14	22	-	12	8	9	11	2	7	49	9	47	1				
Effective Weighted Sample	56	13	29	14	29	-	2	33	13	21	-	11	8	8	11	2	6	48	8	46	1				
Total	28	7	13	7	13	-	1	18	7	11	-	6	4	5	5	1	4	23	5	22	*				
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	59	2	14	7	12	7	4	2	11	-	-	4	9	14	46	32	1	4	54
Effective Weighted Sample	56	2	13	6	11	7	4	2	10	-	-	4	9	14	45	31	1	4	53
Total	28	1	7	4	6	3	2	1	6	-	-	3	5	6	21	15	1	2	25
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE							AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	59	2	14	7	12	7	4	2	11	-	-	4	9	14	46	32	1	4	54
Effective Weighted Sample	56	2	13	6	11	7	4	2	10	-	-	4	9	14	45	31	1	4	53
Total	28	1	7	4	6	3	2	1	6	-	-	3	5	6	21	15	1	2	25
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?  
by ALL MARKET CROSS-BREAKS**

Base : Those with poor hearing, partial hearing or deafness

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	59	32	27	9	11	11	28	20	39	48	11	47	6	5	1
Effective Weighted Sample	56	30	27	9	11	11	27	19	37	46	11	45	6	5	1
Total	28	17	12	5	5	4	14	10	19	23	5	22	3	2	*
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC11. Which of these best describes your hearing - with a hearing aid if you normally use one?**  
by ALL MARKET CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n
Unweighted total	59	32	27	9	11	11	28	20	39	48	11	47	6	5	1
Effective Weighted Sample	56	30	27	9	11	11	27	19	37	46	11	45	6	5	1
Total	28	17	12	5	5	4	14	10	19	23	5	22	3	2	*
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17. Total number in household (including respondent and any children)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		Total	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
1	231 15%	62 22% cd	28 18% d	55 18% d	19 10% d	54 18% fgh	32 13% f	66 13% g	33 11% h	31 15% i	17 11% j	37 14% k	26 11% l	79 26% np	36 18% p	72 21% p	20 10% p	13 17% t	15 16% r	46 17% t	29 10% t
2	478 32%	104 38%	52 34%	110 35%	64 35%	110 37% gh	84 34% f	156 31% g	85 28% h	81 40% l	54 34% j	98 35% k	76 32% l	125 41% op	74 37% p	107 32% o	58 29% p	32 43% st	35 37% r	89 32% s	96 34% t
3	266 18%	44 16%	23 15%	53 17%	36 19%	49 16%	46 19%	93 19%	57 19%	31 15%	27 17%	53 19%	51 22% i	39 13%	34 17%	59 17% m	46 23% mno	12 17%	12 13%	49 18%	60 21% r
4	330 22%	45 16%	32 21%	64 21%	40 22%	56 19%	56 23%	111 22%	82 27% eg	38 19%	43 27% i	58 21%	55 24%	47 15%	39 19%	62 18% mno	52 26% mno	12 16%	21 23%	59 21%	68 24%
5+	195 13%	20 7%	16 11%	32 10%	26 14% a	32 11%	30 12%	73 15% e	46 15% e	22 11%	17 11%	31 11%	27 12%	17 6% m	19 10% m	37 11% m	25 13% m	5 7%	10 11%	36 13%	34 12%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17. Total number in household (including respondent and any children)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
1	231	98	67	67	97	11	18	170	90	96	18	90	22	48	64	8	62	145	47	160	6
	15%	14%	27%	14%	22%	9%	19%	13%	12%	16%	14%	13%	12%	10%	15%	7%	13%	25%	12%	25%	7%
			a		ce		g			h					mo			p		rt	
2	478	234	97	170	160	42	29	409	237	198	33	239	72	149	160	40	143	224	140	224	32
	32%	34%	39%	35%	36%	36%	31%	32%	31%	34%	25%	34%	39%	32%	39%	34%	31%	38%	35%	34%	39%
			a							j					m			p			
3	266	122	35	86	69	21	18	231	159	87	30	130	35	92	70	24	90	88	74	103	18
	18%	18%	14%	18%	16%	18%	19%	18%	21%	15%	23%	19%	19%	20%	17%	20%	20%	15%	19%	16%	21%
									i		i						q				
4	330	151	33	106	76	24	19	290	178	128	30	155	41	110	84	26	107	93	82	117	17
	22%	22%	13%	22%	17%	20%	21%	23%	23%	22%	23%	22%	22%	24%	20%	22%	23%	16%	21%	18%	21%
		b		d													q				
5+	195	80	15	56	37	20	10	173	108	73	20	84	15	60	38	19	57	42	52	48	11
	13%	12%	6%	12%	9%	17%	11%	14%	14%	13%	16%	12%	8%	13%	9%	16%	12%	7%	13%	7%	13%
		b		d		cd						l		n		n	q		s		s

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17. Total number in household (including respondent and any children)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
1	231	18	98	62	90	38	46	26	73	14	11	41	75	42	104	62	30	50	151
	15%	19% d	14%	13%	13%	15%	12%	10%	17% gi	11%	5%	7%	18% jk	30% jkl	42% jklm	56% jklmn	6%	10% p	33% pq
2	478	29	234	143	239	105	119	87	155	40	48	135	169	84	127	43	124	127	228
	32%	31%	34%	31%	34%	40% f	31%	33%	35%	33%	20%	23%	40% jk	60% jklno	50% jklo	39% jk	23%	25%	51% pq
3	266	18	122	90	130	41	78	54	75	30	53	135	66	9	12	3	128	104	34
	18%	19%	18%	20%	19%	15%	20%	21%	17%	24% h	22% lmno	23% lmno	15% mno	6%	5%	3%	24% r	20% r	8%
4	330	19	151	107	155	53	94	60	95	25	78	176	72	3	4	1	148	160	22
	22%	21%	22%	23%	22%	20%	24%	23%	22%	20%	32% lmno	30% lmno	17% mno	2%	2%	1%	28% r	31% r	5%
5+	195	10	80	57	84	26	53	35	41	15	54	94	43	3	4	1	106	73	15
	13%	11%	12%	12%	12%	10%	14%	13% h	9%	12%	22% klmno	16% lmno	10% mno	2%	2%	1%	20% qr	14% r	3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 271**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC17. Total number in household (including respondent and any children)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
1	231	118	113	51	53	34	93	104	127	200	31	179	32	14	**
	15%	16%	15%	13%	12%	13%	23% cde	12%	19% g	15%	17%	14%	25% k	19%	**
2	478	248	230	128	143	85	123	271	207	413	66	399	40	27	**
	32%	33%	31%	33%	31%	33%	31%	32%	32%	31%	36%	32%	32%	37%	**
3	266	124	141	70	91	47	57	161	105	228	37	226	24	7	**
	18%	17%	19%	18%	20% f	18%	14%	19% h	16%	17%	20%	18% m	20% m	9%	**
4	330	171	159	103	108	51	67	212	118	298	31	286	21	13	**
	22%	23%	21%	27% ef	24% f	20%	17%	25% h	18%	23% j	17%	23% l	17%	18%	**
5+	195	87	108	35	62	40	58	97	98	176	19	169	8	11	**
	13%	12%	14% a	9%	13% c	16% c	15% c	11%	15% g	13%	10%	13% l	6%	16% l	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**HOUSEHOLD SIZE  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Small (1-2 people)	710	166	80	165	83	164	116	222	119	112	71	135	102	204	110	179	78	45	49	135	125
	47%	60%	53%	53%	45%	54%	47%	44%	39%	55%	45%	49%	43%	66%	55%	53%	39%	60%	53%	48%	44%
		bcd		d		fgh	h			jl				nop	p	p		st	t		
Medium (3-4 people)	596	90	55	117	76	105	103	204	140	69	70	111	106	86	72	121	98	25	33	109	128
	40%	33%	37%	37%	41%	35%	41%	41%	46%	34%	44%	40%	45%	28%	36%	36%	49%	33%	36%	39%	45%
					a		e	e	e		i		i		m	m	mno				q
Large (5+ people)	195	20	16	32	26	32	30	73	46	22	17	31	27	17	19	37	25	5	10	36	34
	13%	7%	11%	10%	14%	11%	12%	15%	15%	11%	11%	11%	12%	6%	10%	11%	13%	7%	11%	13%	12%
					a			e	e						m	m	m				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**HOUSEHOLD SIZE  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	LAST 12			SIMPLE	STAND-	LAST 12			SIMPLE	STAND-	LAST 12			SIMPLE	STAND-	LAST 12		
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
				EVER	NEVER	MONTHS			EVER	NEVER	MONTHS			EVER	NEVER	MONTHS			EVER	NEVER	MONTHS
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Small (1-2 people)	710	332	165	238	256	53	46	580	327	294	51	328	94	196	224	49	205	369	187	385	38
	47%	48%	67%	49%	58%	45%	50%	46%	42%	50%	39%	47%	51%	43%	54%	41%	45%	62%	47%	59%	45%
		a		ce					hj					mo		p		rt			
Medium (3-4 people)	596	273	68	192	145	44	37	521	337	215	60	284	76	203	154	51	197	181	156	220	35
	40%	40%	27%	40%	33%	38%	39%	41%	44%	37%	46%	41%	41%	44%	37%	43%	43%	31%	40%	34%	42%
		b		d				i	i		i			n		q		s			
Large (5+ people)	195	80	15	56	37	20	10	173	108	73	20	84	15	60	38	19	57	42	52	48	11
	13%	12%	6%	12%	9%	17%	11%	14%	14%	13%	16%	12%	8%	13%	9%	16%	12%	7%	13%	7%	13%
		b		d		cd						l		n		n	q	s		s	

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**HOUSEHOLD SIZE  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
										12 MONTHS									
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Small (1-2 people)	710	46	332	205	328	143	165	113	228	54	59	176	244	126	231	105	154	177	379
	47%	50%	48%	45%	47%	54%	42%	43%	52%	44%	24%	30%	58%	90%	92%	95%	29%	34%	84%
						f			gi			j	jk	jkl	jkl	jklm		p	pq
Medium (3-4 people)	596	37	273	197	284	94	172	114	169	55	131	311	137	11	16	5	275	263	57
	40%	39%	40%	43%	41%	36%	44%	44%	39%	45%	54%	54%	32%	8%	6%	4%	51%	51%	13%
							e				lmno	lmno	mno				r	r	
Large (5+ people)	195	10	80	57	84	26	53	35	41	15	54	94	43	3	4	1	106	73	15
	13%	11%	12%	12%	12%	10%	14%	13%	9%	12%	22%	16%	10%	2%	2%	1%	20%	14%	3%
								h			klmno	lmno	mno				qr	r	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 272**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**HOUSEHOLD SIZE  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Small (1-2 people)	710	366	343	179	196	119	216	375	334	613	97	578	72	41	**
	47%	49%	46%	46%	43%	46%	54% cde	44%	51% g	47%	53% i	46%	57% k	56% k	**
Medium (3-4 people)	596	295	300	173	199	98	124	373	223	527	69	511	45	20	**
	40%	39%	40%	45% ef	44% ef	38% f	31%	44% h	34%	40%	37%	41% m	36%	28%	**
Large (5+ people)	195	87	108	35	62	40	58	97	98	176	19	169	8	11	**
	13%	12%	14% a	9%	13% c	16% c	15% c	11%	15% g	13%	10%	13% l	6%	16% l	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18. Total number of children in household (under 18), including respondent (if respondent is under 18)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Significance Level: 95%																					
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
None	885	183	87	193	95	200	150	272	162	127	84	146	123	225	120	199	89	49	55	153	148
	59%	67%	58%	61%	51%	66%	60%	54%	53%	62%	54%	53%	52%	73%	60%	59%	44%	66%	59%	55%	51%
		bd		d		gh	gh			jkl				nop	p	p		st			
1	250	35	25	44	29	37	45	101	55	26	26	54	37	31	33	54	37	9	11	47	53
	17%	13%	17%	14%	15%	12%	18%	20%	18%	13%	17%	19%	16%	10%	16%	16%	18%	13%	11%	17%	18%
							e	e	e			i			m	m	m				r
2	260	43	28	58	41	44	42	84	67	35	35	58	53	35	36	55	60	13	19	55	62
	17%	16%	18%	18%	22%	15%	17%	17%	22%	17%	22%	21%	22%	11%	18%	16%	30%	17%	21%	20%	22%
					a				eg						m	m	mno				
3	79	13	7	12	18	16	8	32	16	12	9	13	18	15	10	21	10	2	6	16	20
	5%	5%	4%	4%	10%	5%	3%	6%	5%	6%	6%	5%	8%	5%	5%	6%	5%	3%	7%	6%	7%
					abc			f													
4	18	1	3	6	1	5	1	7	4	3	2	5	2	1	2	6	4	-	1	7	3
	1%	*%	2%	2%	*%	2%	*%	1%	1%	1%	1%	2%	1%	*%	1%	2%	2%	-%	1%	2%	1%
			a	a		f										m	m				
5+	8	-	1	3	1	-	3	4	*	1	1	1	2	1	1	2	2	1	1	2	2
	1%	-%	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%
					a		eh	e													

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18. Total number of children in household (under 18), including respondent (if respondent is under 18)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
None	885	378	184	278	280	58	54	737	428	356	67	374	111	237	244	56	239	396	214	419	41
	59%	55%	74%	57%	64%	50%	58%	58%	56%	61%	51%	54%	60%	52%	59%	47%	52%	67%	54%	64%	49%
			a	e	ce					hj			k		mo			p		rt	
1	250	109	25	65	67	21	15	224	139	98	32	118	27	71	73	20	81	75	62	93	15
	17%	16%	10%	13%	15%	17%	16%	18%	18%	17%	24%	17%	15%	15%	18%	17%	18%	13%	16%	14%	18%
		b								hi							q				
2	260	141	30	102	68	23	18	221	146	90	23	144	37	106	75	29	103	83	85	101	21
	17%	21%	12%	21%	16%	20%	20%	17%	19%	15%	17%	21%	20%	23%	18%	24%	23%	14%	21%	15%	25%
		b		d					i					n		n	q		s		s
3	79	42	9	32	18	12	5	68	45	27	9	44	8	37	16	12	25	31	25	31	5
	5%	6%	3%	6%	4%	10%	5%	5%	6%	5%	7%	6%	4%	8%	4%	10%	6%	5%	6%	5%	6%
		b		d		d								n		n					
4	18	11	*	7	4	3	1	16	9	8	1	11	1	5	7	2	5	6	6	6	1
	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%
		b																			
5+	8	5	-	3	2	1	1	7	4	4	-	6	-	3	2	1	5	1	3	3	1
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%
																	q				

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18. Total number of children in household (under 18), including respondent (if respondent is under 18)**  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
None	885	54	378	239	374	158	192	137	252	65	125	212	302	136	246	110	251	207	427
	59%	58%	55%	52%	54%	60%	49%	52%	57%	52%	51%	37%	71%	97%	98%	99%	47%	40%	95%
						f					k		jk	jkl	jkl	jkl	q		pq
1	250	15	109	81	118	36	71	45	72	24	73	122	53	2	3	1	133	104	13
	17%	16%	16%	18%	17%	14%	18%	17%	16%	20%	30%	21%	13%	1%	1%	1%	25%	20%	3%
							e				klmno	lmno	mno				qr	r	
2	260	18	141	103	144	45	93	56	86	26	30	174	54	1	1	-	93	159	8
	17%	20%	21%	23%	21%	17%	24%	21%	20%	21%	12%	30%	13%	1%	1%	-%	17%	31%	2%
							e				mno	jlmno	mno				r	pr	
3	79	5	42	25	44	18	24	19	22	6	12	52	13	1	1	-	44	32	3
	5%	5%	6%	6%	6%	7%	6%	7%	5%	5%	5%	9%	3%	1%	1%	-%	8%	6%	1%
											mno	jlmno	mno				r	r	
4	18	1	11	5	11	5	5	3	6	1	3	15	1	-	-	-	10	9	-
	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	3%	1%	-%	-%	-%	2%	2%	-%
											ln	lmno					r	r	
5+	8	1	5	5	6	1	4	3	2	2	1	6	1	-	-	-	5	3	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	1%	1%	-%
												ln					r	r	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 273**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC18. Total number of children in household (under 18), including respondent (if respondent is under 18)  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
None	885	483	402	231	269	147	238	500	385	772	113	731	85	44	**
	59%	65%	53%	60%	59%	57%	60%	59%	59%	59%	61%	58%	68%	61%	**
		b											k		
1	250	116	134	67	82	44	58	149	102	214	36	212	18	11	**
	17%	16%	18%	17%	18%	17%	15%	18%	16%	16%	20%	17%	15%	15%	**
2	260	118	142	77	78	46	59	155	105	235	24	228	14	11	**
	17%	16%	19%	20%	17%	18%	15%	18%	16%	18%	13%	18%	12%	16%	**
			a	f						j		l			
3	79	23	55	10	24	17	29	33	45	72	6	69	5	3	**
	5%	3%	7%	3%	5%	6%	7%	4%	7%	6%	3%	5%	4%	4%	**
			a		c	c	c		g						
4	18	5	13	3	4	3	8	7	11	16	3	12	2	2	**
	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	3%	**
			a				d		g					k	
5+	8	2	5	-	1	1	6	1	7	6	2	7	-	1	**
	1%	*%	1%	-%	*%	1%	1%	*%	1%	*%	1%	1%	-%	1%	**
							cd		g						

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19. Is English your first or main language?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED	INAC- TIVE	PASSIVE	ESTED	ENG- AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Yes - English is my first/ main language	1372	261	140	297	169	280	222	456	273	188	141	263	211	289	181	322	187	72	82	265	270
	91%	95%	92%	94%	91%	93%	89%	91%	90%	92%	89%	95%	89%	94%	90%	96%	93%	96%	89%	95%	94%
		d										jl		n		n		r		r	
No - another first/ main language	128	14	12	17	16	21	27	43	32	16	17	15	25	19	20	15	14	3	11	15	17
	9%	5%	8%	6%	9%	7%	11%	9%	10%	8%	11%	5%	11%	6%	10%	4%	7%	4%	11%	5%	6%
					a						k		k		mo				qst		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19. Is English your first or main language?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12		SIMPLE	STAND-	EVER	LAST 12	
		BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS	BUNDLE	ALONE		NEVER	MONTHS
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Yes - English is my first/ main language	1372	644	229	453	414	109	87	1156	706	524	116	653	155	419	383	105	431	553	361	618	77
	91%	94%	93%	93%	94%	93%	93%	91%	92%	90%	88%	94%	84%	91%	92%	88%	94%	93%	91%	95%	92%
												l								r	
No - another first/ main language	128	42	18	33	26	8	6	117	65	58	16	44	30	39	33	14	29	39	34	34	7
	9%	6%	7%	7%	6%	7%	7%	9%	8%	10%	12%	6%	16%	9%	8%	12%	6%	7%	9%	5%	8%
												k							s		

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19. Is English your first or main language?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Yes - English is my first/ main language	1372 91%	87 93%	644 94%	431 94%	653 94%	248 94%	364 93%	243 93%	416 95%	116 93%	219 90%	508 88%	401 95% jk	136 97% jk	244 97% jk	107 97% jk	468 87%	469 91% p	435 97% pq
No - another first/ main language	128 9%	6 7%	42 6%	29 6%	44 6%	15 6%	26 7%	20 7%	23 5%	8 7%	26 10% lmno	72 12% lmno	23 5%	4 3%	8 3%	4 3%	67 13% qr	45 9% r	16 3%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 274**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC19. Is English your first or main language?  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Yes - English is my first/ main language	1372	679	693	359	421	228	363	781	591	1195	177	1141	122	65	**
	91%	91%	92%	93% e	92% e	89%	91%	92% h	90%	91%	96% i	91%	97% km	89%	**
No - another first/ main language	128	69	59	28	36	29	35	64	64	121	7	117	3	8	**
	9%	9%	8%	7%	8%	11% cd	9%	8%	10% g	9% j	4%	9% l	3%	11% l	**

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16. SHOWCARD** Please could you say which number from this card applies to your total household income from all sources, before tax and other deductions?  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Up to £199 per week/ £10,399 per year	92 6%	17 6% bd	3 2%	16 5%	5 3%	16 5%	11 4%	30 6%	17 5%	10 5%	7 5%	7 3%	7 3%	31 10% np	10 5%	27 8% p	8 4%	5 6%	2 2%	10 4%	9 3%
From £200 to £299 per week/ £10,400 to £15,599 per year	110 7%	22 8%	11 7%	21 7%	15 8%	24 8%	12 5%	44 9% fh	16 5%	14 7%	8 5%	16 6%	15 6%	26 9%	20 10%	27 8%	14 7%	7 9%	8 9%	15 5%	19 7%
From £300 to £499 per week/ £15,600 to £25,599 per year	116 8%	25 9%	13 9%	28 9%	15 8%	23 8%	23 9%	38 8%	24 8%	18 9%	11 7%	23 8%	23 10%	28 9%	18 9%	30 9%	16 8%	6 8%	8 8%	23 8%	23 8%
From £500 to £699 per week/ £26,000 to £36,399 per year	164 11%	25 9%	21 14% a	37 12%	31 17% ac	28 9%	28 11%	55 11%	45 15% eg	17 8%	26 17% i	33 12%	43 18% ik	23 7%	28 14% m	40 12% m	32 16% m	5 7%	13 14%	32 11%	48 17% qs
From £700 to £999 per week/ £36,400 to £51,999 per year	133 9%	24 9%	18 12%	33 10%	28 15% ac	21 7%	26 10%	39 8%	41 14% eg	21 10%	16 10%	32 11%	37 16% ij	20 7%	20 10%	34 10% m	32 16% mno	7 10%	8 9%	31 11%	41 14%
£1,000 per week and above/ £52,000 and above per year	143 10%	28 10% b	8 6%	40 13% b	24 13% b	25 8%	23 9%	47 9%	40 13% eg	22 11%	13 8%	39 14% j	33 14% j	30 10%	17 8%	32 10% mno	29 14% mno	7 9%	7 8%	32 12%	40 14% r
Don't know/ Refused	741 49%	134 49% d	76 51% d	140 44% d	67 36% d	165 55% gh	126 51% h	246 49% h	122 40% h	101 50% l	77 49% l	127 46% l	77 33% l	149 48% p	89 44% p	146 43% p	70 35% p	38 50% t	46 50% t	136 49% t	107 37% t
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16. SHOWCARD** Please could you say which number from this card applies to your total household income from all sources, before tax and other deductions?  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH		
		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS		SIMPLE	STAND-	EVER	LAST 12 MONTHS	
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84
Up to £199 per week/ £10,399 per year	92 6%	24 4%	17 7% a	19 4%	23 5%	5 4%	2 2%	72 6%	46 6%	27 5%	11 8% i	25 4%	7 4%	16 3%	16 4%	4 3%	13 3%	64 11% p	17 4%	59 9% r	5 5%
From £200 to £299 per week/ £10,400 to £15,599 per year	110 7%	45 7%	24 10% a	36 7%	33 7%	9 8%	7 7%	89 7%	50 6%	46 8%	12 9%	42 6%	12 7%	25 5%	29 7%	8 7%	31 7%	58 10% p	27 7%	61 9%	7 8%
From £300 to £499 per week/ £15,600 to £25,599 per year	116 8%	57 8%	25 10%	40 8%	41 9%	10 8%	10 11%	100 8%	66 8%	42 7%	7 5%	58 8%	19 10%	44 10%	32 8%	13 11%	36 8%	55 9%	34 9%	58 9%	8 9%
From £500 to £699 per week/ £26,000 to £36,399 per year	164 11%	92 13% b	22 9%	68 14% d	46 10%	13 11%	14 15%	144 11%	88 11%	68 12%	16 13%	96 14%	25 13%	71 15% n	49 12%	15 12%	60 13%	64 11%	58 15% s	65 10%	12 14%
From £700 to £999 per week/ £36,400 to £51,999 per year	133 9%	83 12% b	19 8%	60 12%	42 10%	13 11%	9 10%	117 9%	90 12% i	36 6%	14 11% i	85 12%	20 11%	60 13%	46 11%	19 16%	58 13% q	50 8%	53 13% s	54 8%	11 14% s
£1,000 per week and above/ £52,000 and above per year	143 10%	83 12% b	19 8%	58 12%	42 10%	17 15% d	11 11%	128 10%	92 12% i	43 7%	15 12% i	85 12%	23 12%	68 15% n	39 9%	18 15% n	53 12%	54 9%	45 11%	62 10%	10 12%
Don't know/ Refused	741 49%	300 44%	120 49%	205 42%	212 48% c	50 42%	40 43%	623 49%	339 44%	320 55% hj	57 43%	306 44%	78 42%	176 38%	206 50% mo	42 35%	208 45%	248 42%	161 41%	293 45%	32 38%

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16. SHOWCARD** Please could you say which number from this card applies to your total household income from all sources, before tax and other deductions?  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			LAST 12 MONTHS	AGE						AGE(2)		
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Up to £199 per week/ £10,399 per year	92 6%	2 2%	24 4%	13 3%	25 4%	14 5% f	9 2%	10 4%	15 3%	4 3%	19 8% k	26 5%	25 6%	9 6%	22 9% k	13 12% klm	33 6%	24 5%	36 8% q
From £200 to £299 per week/ £10,400 to £15,599 per year	110 7%	7 7%	45 7%	31 7%	42 6%	16 6%	23 6%	17 6%	31 7%	7 5%	7 3%	40 7% j	28 7% j	19 13% jkl	35 14% jkl	17 15% jkl	33 6%	27 5%	50 11% pq
From £300 to £499 per week/ £15,600 to £25,599 per year	116 8%	10 11%	57 8%	36 8%	58 8%	23 9%	32 8%	27 10%	33 7%	13 10%	9 4%	49 8% j	35 8% j	15 11% j	24 9% j	8 8% j	37 7%	39 8%	41 9%
From £500 to £699 per week/ £26,000 to £36,399 per year	164 11%	14 15%	92 13%	60 13%	96 14%	37 14%	54 14%	48 18% h	45 10%	24 19% h	13 5%	88 15% jlmno	48 11% jmno	10 7%	15 6%	5 4%	61 11% r	67 13% r	36 8%
From £700 to £999 per week/ £36,400 to £51,999 per year	133 9%	9 10%	83 12%	58 13%	85 12%	28 11%	53 14%	35 13%	46 11%	17 13%	6 3%	70 12% jmno	48 11% jmno	8 5% o	9 4%	2 1%	38 7%	68 13% pr	27 6%
£1,000 per week and above/ £52,000 and above per year	143 10%	11 11%	83 12%	53 12%	85 12%	32 12%	50 13%	39 15% h	40 9%	22 18% h	14 6% mno	71 12% jmno	56 13% jmno	2 1%	2 1%	1 1%	36 7%	85 16% pr	22 5%
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r																			

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16. SHOWCARD** Please could you say which number from this card applies to your total household income from all sources, before tax and other deductions?  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Don't know/ Refused	741	40	300	208	306	112	169	86	229	38	176	237	183	79	145	66	297	205	239
	49%	43%	44%	45%	44%	43%	43%	33%	52%	30%	72%	41%	43%	56%	58%	60%	55%	40%	53%
									gi		klmno			kl	kl	kl	q		q

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 275**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC16. SHOWCARD** Please could you say which number from this card applies to your total household income from all sources, before tax and other deductions?  
by ALL MARKET CROSS-BREAKS

Base : All respondents

	GENDER			SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Up to £199 per week/ £10,399 per year	92	38	55	2	14	12	64	16	77	80	13	77	10	2	**
	6%	5%	7%	1%	3%	5%	16%	2%	12%	6%	7%	6%	8%	3%	**
			a		c	c	cde		g				m		
From £200 to £299 per week/ £10,400 to £15,599 per year	110	50	60	10	16	18	66	26	84	99	11	92	9	8	**
	7%	7%	8%	3%	4%	7%	17%	3%	13%	8%	6%	7%	7%	11%	**
						cd	cde		g						
From £300 to £499 per week/ £15,600 to £25,599 per year	116	56	61	12	42	30	32	54	63	100	16	93	12	9	**
	8%	7%	8%	3%	9%	12%	8%	6%	10%	8%	9%	7%	9%	13%	**
					c	cf	c		g					k	
From £500 to £699 per week/ £26,000 to £36,399 per year	164	86	78	35	62	33	33	97	66	142	22	140	13	6	**
	11%	11%	10%	9%	14%	13%	8%	12%	10%	11%	12%	11%	10%	8%	**
					cf	cf									
From £700 to £999 per week/ £36,400 to £51,999 per year	133	71	62	58	42	27	6	100	33	113	21	113	16	2	**
	9%	10%	8%	15%	9%	11%	2%	12%	5%	9%	11%	9%	13%	3%	**
				def	f	f		h				m	m		
£1,000 per week and above/ £52,000 and above per year	143	78	65	92	40	10	1	133	11	121	22	128	15	-	**
	10%	10%	9%	24%	9%	4%	1%	16%	2%	9%	12%	10%	12%	-%	**
				def	ef	f		h				m	m		
Don't know/ Refused	741	370	371	178	241	127	195	419	322	662	79	616	50	45	**
	49%	49%	49%	46%	53%	49%	49%	50%	49%	50%	43%	49%	40%	63%	**
					c					j		l		kl	

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15. GENDER OF RESPONDENT  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE INDEX				MOBILE PHONE INDEX				BROADBAND INDEX				TV INDEX				BUNDLE INDEX			
		INTER-				INTER-				INTER-				INTER-				INTER-			
		INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED	INAC-TIVE	PASSIVE	ESTED	ENG-AGED
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t
Unweighted total	2582	513	279	572	323	529	426	830	493	365	269	477	400	558	348	594	328	140	164	492	489
Effective Weighted Sample	2422	479	262	535	304	496	400	784	468	341	253	449	378	523	325	557	310	131	153	462	461
Total	1500	275	151	314	185	301	249	499	304	204	158	277	236	307	202	337	201	75	92	279	287
Male	748	135	73	163	94	150	131	230	167	103	84	142	115	153	99	170	106	34	47	143	142
	50%	49%	49%	52%	51%	50%	53%	46%	55%	50%	53%	51%	49%	50%	49%	50%	53%	46%	51%	51%	49%
							g		g												
Female	752	140	78	151	90	151	118	270	138	101	74	136	120	154	103	167	95	41	45	137	145
	50%	51%	51%	48%	49%	50%	47%	54%	45%	50%	47%	49%	51%	50%	51%	50%	47%	54%	49%	49%	51%
								fh													

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p - q,r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15. GENDER OF RESPONDENT  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	Total	LANDLINE		LANDLINE SWITCH			MOBILE		MOBILE SWITCH			FIXED BB		FIXED BB SWITCH			TV		TV SWITCH				
		SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS	SIMPLE	STAND-	EVER	NEVER	MONTHS		
		BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE				BUNDLE	ALONE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t		
Unweighted total	2582	1207	493	873	814	206	172	2128	1273	1005	218	1206	315	790	721	207	788	1048	677	1151	138		
Effective Weighted Sample	2422	1135	461	821	759	194	162	2007	1202	946	207	1135	296	745	676	195	741	979	637	1076	131		
Total	1500	685	247	486	439	118	93	1273	771	582	131	696	185	458	416	119	459	593	395	652	84		
Male	748	343	125	249	216	55	40	645	391	286	68	348	99	235	209	50	237	294	200	327	37		
	50%	50%	50%	51%	49%	46%	43%	51%	51%	49%	52%	50%	53%	51%	50%	42%	52%	50%	51%	50%	44%		
														o									
Female	752	343	123	237	223	63	53	628	380	296	63	348	86	223	208	68	223	299	194	325	47		
	50%	50%	50%	49%	51%	54%	57%	49%	49%	51%	48%	50%	47%	49%	50%	58%	48%	50%	49%	50%	56%		
														m									

Columns Tested: a,b - c,d,e - f,g - h,i,j - k,l - m,n,o - p,q - r,s,t

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15. GENDER OF RESPONDENT  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

	BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						AGE(2)			
	Total	MOBILE	LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2582	172	1207	788	1206	476	661	449	781	209	370	841	796	320	575	255	795	834	953
Effective Weighted Sample	2422	162	1135	741	1135	447	624	423	733	198	357	814	762	313	562	249	768	792	915
Total	1500	93	685	459	696	263	390	262	439	124	244	581	424	141	252	111	536	514	450
Male	748	40	343	237	348	125	203	132	218	61	134	268	214	73	133	60	261	251	236
	50%	43%	50%	52% a	50%	47%	52%	50%	50%	49%	55% k	46%	50%	52%	53% k	54% k	49%	49%	52%
Female	752	53	343	223	348	138	187	131	220	63	110	313	210	68	119	51	275	263	214
	50%	57% c	50%	48%	50%	53%	48%	50%	50%	51%	45%	54% jno	50%	48%	47%	46%	51%	51%	48%

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m,n,o - p,q,r

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 276**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QC15. GENDER OF RESPONDENT  
by ALL MARKET CROSS-BREAKS**

Base : All respondents

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	~n
Unweighted total	2582	1237	1345	547	821	560	654	1368	1214	2260	322	2158	215	130	79
Effective Weighted Sample	2422	1163	1263	530	783	546	616	1296	1135	2121	301	2024	202	122	74
Total	1500	748	752	388	457	257	398	845	655	1316	184	1258	125	72	45
Male	748	748	-	208	230	141	169	438	310	658	90	622	63	40	**
	50%	100%	-%	54%	50%	55%	42%	52%	47%	50%	49%	49%	51%	55%	**
		b		f	f	f		h							
Female	752	-	752	179	228	116	229	407	345	658	94	637	62	32	**
	50%	-%	100%	46%	50%	45%	58%	48%	53%	50%	51%	51%	49%	45%	**
			a				cde		g						

Columns Tested: a,b - c,d,e,f - g,h - i,j - k,l,m,n

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7/8/9a/9b/18. Variable used for calculating past Fixed line score by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED															
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Switched in last 2 years	149	-	-	61	89	113	36	149	-	93	113	-	36	-	-	148	47	59	**	68
	16%	-%	-%	19%	48%	17%	15%	31%	-%	79%	29%	-%	39%	-%	-%	38%	18%	15%	**	84%
				ab	abc			h		gh	km		jkm			n				
Contact with provider to make changes in last 12 months	91	-	-	36	54	75	15	45	46	2	38	37	7	8	11	34	32	40	**	1
	10%	-%	-%	12%	29%	11%	6%	9%	10%	2%	10%	13%	7%	6%	12%	9%	12%	10%	**	2%
				ab	abc	f		i	i		m	lm								
Considered and shopped in last 2 years	25	-	-	8	17	20	6	15	10	-	14	6	2	4	4	11	4	16	**	-
	3%	-%	-%	3%	9%	3%	2%	3%	2%	-%	3%	2%	2%	3%	5%	3%	1%	4%	**	-%
				ab	abc			i	i								p			
Considered and did not shop in last 2 years	32	-	5	3	24	27	5	16	16	-	14	13	2	3	3	13	13	14	**	-
	3%	-%	3%	1%	13%	4%	2%	3%	4%	-%	4%	5%	2%	2%	4%	3%	5%	4%	**	-%
			ac	a	abc	f		i	i											
None of these	628	275	146	207	-	445	183	261	367	22	215	230	46	137	72	189	166	256	**	12
	68%	100%	97%	66%	-%	65%	75%	54%	84%	19%	54%	80%	50%	90%	80%	48%	63%	66%	**	14%
		bcd	cd	d			e	i	gi			jl		jkl	o					
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7/8/9a/9b/18. Variable used for calculating past Fixed line score  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Switched in last 2 years	149	**	68	57	12	20	8	32	74	44	74	75	38	42	30	39	80	69	132	18
	16%	**	19%	18%	10%	9%	8%	18%	19%	12%	16%	16%	14%	15%	18%	19%	14%	19%	16%	14%
			def	def				i	i									p		
Contact with provider to make changes in last 12 months	91	**	40	31	14	18	4	21	38	31	46	45	34	25	17	15	59	32	72	19
	10%	**	11%	10%	11%	8%	4%	12%	10%	8%	10%	10%	12%	9%	10%	7%	11%	9%	9%	15%
			f	f	f	f							o						r	
Considered and shopped in last 2 years	25	**	10	13	2	2	-	4	14	7	12	13	12	5	5	4	17	8	23	2
	3%	**	3%	4%	1%	1%	-%	2%	4%	2%	3%	3%	4%	2%	3%	2%	3%	2%	3%	2%
			ef	def					i				mo							
Considered and did not shop in last 2 years	32	**	11	14	5	7	2	5	13	14	16	16	10	13	5	4	23	9	26	6
	3%	**	3%	4%	4%	3%	2%	3%	3%	4%	3%	3%	4%	5%	3%	2%	4%	2%	3%	5%
														o						
None of these	628	**	233	205	86	170	84	111	245	272	317	311	182	192	108	146	374	254	548	80
	68%	**	64%	64%	73%	79%	86%	64%	64%	74%	68%	68%	66%	69%	65%	71%	68%	68%	68%	64%
					bc	bc	bcde			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 277**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL7/8/9a/9b/18. Variable used for calculating past Fixed line score  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Switched in last 2 years	149	123	9	**	**	31	33	29	22
	16%	16%	13%	**	**	10%	15% e	15% e	24% efg
Contact with provider to make changes in last 12 months	91	76	8	**	**	24	29	18	13
	10%	10%	12%	**	**	8%	13% e	9%	14% e
Considered and shopped in last 2 years	25	25	*	**	**	6	8	8	3
	3%	3%	1%	**	**	2%	4%	4%	3%
Considered and did not shop in last 2 years	32	27	1	**	**	11	7	6	5
	3%	4%	2%	**	**	3%	3%	3%	6%
None of these	628	526	50	**	**	238	144	130	48
	68%	68%	73%	**	**	77% fgh	65% h	68% h	53%

Columns Tested: a,b,c,d - e,f,g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 278**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5/8/19a. Variable used for calculating current Fixed line score  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH		
	Total	INTER-				SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE	STANDAL	STANDAL	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENGAGED	BUNDLE	ALONE					NON-SWITCHERS	ONE SWITCHES	ONE NON SWITCHES						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Very active considerers	34	-	-	24	11	27	8	24	11	6	18	9	6	2	5	18	13	12	**	5
	4%	-%	-%	8%	6%	4%	3%	5%	2%	5%	5%	3%	6%	2%	5%	5%	5%	3%	**	6%
				ab	ab			h		h	m		m							
Active considerers	164	-	-	61	103	129	35	100	64	26	85	44	15	20	12	88	53	73	**	15
	18%	-%	-%	19%	56%	19%	14%	21%	15%	22%	22%	15%	16%	13%	14%	22%	20%	19%	**	19%
				ab	abc	f		h		h	km					n				
Not considerers, but happy with existing AND definitely best	155	-	-	122	33	108	47	65	90	19	56	51	9	38	15	51	38	61	**	13
	17%	-%	-%	39%	18%	16%	19%	13%	20%	17%	14%	18%	10%	25%	17%	13%	14%	16%	**	16%
				abd	ab				g			l		jkl						
Not considerers, but happy with existing AND probably best	186	-	146	3	38	143	43	104	83	16	88	55	15	28	21	82	48	87	**	11
	20%	-%	97%	1%	21%	21%	18%	21%	19%	13%	22%	19%	17%	18%	23%	21%	18%	23%	**	13%
			acd	a	ac			i												
None of these	386	275	5	105	-	274	111	194	192	51	147	128	47	64	37	156	109	152	**	37
	42%	100%	3%	33%	-%	40%	46%	40%	44%	43%	37%	45%	51%	42%	41%	40%	42%	39%	**	46%
		bcd	d	bd			e					j	j							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 278**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5/8/19a. Variable used for calculating current Fixed line score  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Very active considerers	34	**	18	11	1	3	2	9	15	10	17	17	10	12	7	6	22	12	27	7
	4%	**	5%	3%	1%	2%	2%	5%	4%	3%	4%	4%	4%	4%	4%	3%	4%	3%	3%	6%
			de					i												
Active considerers	164	**	73	65	13	20	7	36	80	48	90	74	59	51	25	28	111	53	134	30
	18%	**	20%	20%	11%	9%	7%	21%	21%	13%	19%	16%	22%	19%	15%	13%	20%	14%	17%	24%
			def	def				i	i				no	o			q		r	
Not considerers, but happy with existing AND definitely best	155	**	56	45	28	53	25	28	52	75	80	75	38	41	26	49	80	75	135	20
	17%	**	15%	14%	23%	25%	26%	16%	13%	20%	17%	16%	14%	15%	16%	24%	14%	20%	17%	16%
					bc	bc	bc			h						lmn		p		
Not considerers, but happy with existing AND probably best	186	**	73	63	22	44	22	30	85	72	91	96	52	60	37	37	112	75	170	16
	20%	**	20%	20%	18%	20%	23%	17%	22%	19%	19%	21%	19%	22%	23%	18%	20%	20%	21%	13%
																			s	
None of these	386	**	143	136	54	95	41	70	153	163	188	198	116	113	70	87	229	157	335	51
	42%	**	39%	42%	46%	44%	42%	40%	40%	44%	40%	43%	42%	41%	42%	42%	41%	42%	42%	41%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 278**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QL5/8/19a. Variable used for calculating current Fixed line score  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Very active considerers	34	29	*	**	**	13	3	8	4
	4%	4%	1%	**	**	4% f	1%	4% f	4% f
Active considerers	164	143	9	**	**	45	42	34	22
	18%	18%	12%	**	**	15%	19%	18%	24% e
Not considerers, but happy with existing AND definitely best	155	128	16	**	**	67	27	34	10
	17%	16%	24% a	**	**	22% fh	12%	18% f	12%
Not considerers, but happy with existing AND probably best	186	156	15	**	**	62	53	35	19
	20%	20%	22%	**	**	20%	24%	18%	21%
None of these	386	323	28	**	**	123	97	81	35
	42%	41%	41%	**	**	40%	44%	42%	39%

Columns Tested: a,b,c,d - e,f,g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 279**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed line category based on past and present only  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	LANDLINE INDEX				LANDLINE		LANDLINE SWITCH			LANDLINE				SWITCHED WHEN MOVING		BUNDLE TYPE		LANDLINE SWITCH	
		INTER-				SIMPLE BUNDLE	STAND- ALONE	LAST 12 MONTHS EVER	NEVER	BUNDLE SWITCHE RS	BUNDLE NON-SWI TCHERS	STANDAL ONE SWITCHE RS	STANDAL ONE NON SWITCHE RS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E	
		INAC- TIVE	PASSIVE	ESTED	ENG- AGED															
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	~r	s
Unweighted total	1687	513	279	572	323	1200	487	873	814	206	698	502	175	312	157	713	474	656	66	140
Effective Weighted Sample	1579	479	262	535	304	1128	456	821	759	194	656	472	165	291	148	670	445	619	62	132
Total	925	275	151	314	185	681	244	486	439	118	394	287	92	152	90	395	262	386	37	81
Inactive	275	275	-	-	-	191	84	107	168	12	82	109	25	60	31	76	79	103	**	7
	30%	100%	-%	-%	-%	28%	34%	22%	38%	10%	21%	38%	27%	39%	34%	19%	30%	27%	**	8%
		bcd					e	i	gi			jl		jl	o					
Passive	151	-	151	-	-	112	39	75	76	3	63	49	12	27	17	58	32	75	**	1
	16%	-%	100%	-%	-%	16%	16%	15%	17%	2%	16%	17%	13%	18%	19%	15%	12%	19%	**	1%
			acd					i	i								p			
Interested	314	-	-	314	-	226	88	167	147	47	135	92	32	55	31	136	87	128	**	34
	34%	-%	-%	100%	-%	33%	36%	34%	33%	40%	34%	32%	35%	36%	34%	35%	33%	33%	**	43%
				abd																
Engaged	185	-	-	-	185	151	34	137	48	56	114	37	23	11	11	125	64	81	**	39
	20%	-%	-%	-%	100%	22%	14%	28%	11%	48%	29%	13%	25%	7%	12%	32%	24%	21%	**	48%
				abc		f		h		gh	km	m	km		n					
Total Fixed line Index	34.8	-	24.8	43.2	80.7	36.3	30.7	42.5	26.3	60.7	42.8	27.4	41.1	24.4	28.9	45.5	36.9	36.0	**	62.0
				b	bc	f		h		gh	km		km		n					
Standard deviation	29.37	-	.92	6.01	11.81	29.70	28.10	30.67	25.32	28.32	30.35	26.31	32.13	23.30	26.39	30.70	30.82	29.05	**	26.94
Standard error	.72	-	.05	.25	.66	.86	1.27	1.04	.89	1.97	1.15	1.17	2.43	1.32	2.11	1.15	1.42	1.13	**	2.28
Fixed line Index - past	15.0	-	.7	16.9	46.0	16.1	12.0	22.2	7.1	40.5	21.7	8.5	24.3	4.5	9.1	25.1	16.8	15.8	**	42.8
				b	bc	f		h		gh	km	m	km		n					
Standard deviation	22.48	-	3.67	23.58	10.19	22.87	21.09	24.47	16.84	19.66	24.37	18.08	24.90	13.89	18.79	24.65	23.06	22.78	**	17.64
Standard error	.55	-	.22	.99	.57	.66	.96	.83	.59	1.37	.92	.81	1.88	.79	1.50	.92	1.06	.89	**	1.49
Fixed line Index - current	19.8	-	24.1	26.3	34.7	20.2	18.8	20.3	19.2	20.1	21.1	18.8	16.8	19.9	19.9	20.4	20.0	20.3	**	19.2
				bc				kl												
Standard deviation	17.67	-	4.59	19.04	6.17	17.54	18.03	17.57	17.78	18.48	17.34	17.77	18.24	17.85	17.91	17.50	17.95	17.28	**	18.75
Standard error	.43	-	.27	.80	.34	.51	.82	.59	.62	1.29	.66	.79	1.38	1.01	1.43	.66	.82	.67	**	1.58
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 279**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed line category based on past and present only  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1687	45	531	611	272	500	228	263	630	794	814	873	402	530	375	380	932	755	1458	229
Effective Weighted Sample	1579	43	515	585	267	490	224	254	598	763	761	821	388	506	367	358	879	714	1365	214
Total	925	27	363	321	118	216	97	172	385	368	465	460	276	277	166	207	553	372	801	124
Inactive	275	**	100	87	44	79	35	51	102	123	135	140	80	80	50	65	160	115	239	36
	30%	**	28%	27%	37%	37%	36%	29%	27%	33%	29%	31%	29%	29%	30%	31%	29%	31%	30%	29%
					bc	bc	bc			h										
Passive	151	**	56	53	17	37	20	23	65	63	73	78	43	52	28	29	95	56	140	12
	16%	**	16%	17%	14%	17%	20%	13%	17%	17%	16%	17%	16%	19%	17%	14%	17%	15%	17%	9%
														o					s	
Interested	314	**	120	114	37	72	35	57	130	127	163	151	95	94	51	74	189	125	266	48
	34%	**	33%	35%	32%	33%	36%	33%	34%	35%	35%	33%	34%	34%	31%	36%	34%	34%	33%	38%
Engaged	185	**	86	67	21	28	8	42	88	55	94	90	58	51	37	39	109	76	156	29
	20%	**	24%	21%	17%	13%	8%	24%	23%	15%	20%	20%	21%	18%	22%	19%	20%	20%	19%	23%
			def	ef	f	f		i	i											
Total Fixed line Index	34.8	**	37.7	36.0	30.8	28.7	26.1	37.9	37.2	30.9	35.2	34.4	35.6	33.9	35.7	34.3	34.8	34.9	34.4	37.4
			def	def				i	i											
Standard deviation	29.37	**	30.62	28.89	29.13	26.96	23.96	31.53	29.68	27.60	29.38	29.40	29.66	28.31	30.51	29.62	28.98	29.99	29.24	30.23
Standard error	.72	**	1.33	1.17	1.77	1.21	1.59	1.94	1.18	.98	1.03	.99	1.48	1.23	1.58	1.52	.95	1.09	.77	2.00
Fixed line Index - past	15.0	**	17.0	16.7	12.4	9.7	6.4	17.1	17.1	11.9	14.9	15.2	15.9	14.0	16.4	14.2	14.9	15.2	14.8	16.5
			def	def	f	f		i	i											
Standard deviation	22.48	**	23.31	23.03	21.10	19.33	16.45	23.47	23.30	20.77	22.43	22.56	22.86	21.83	23.14	22.34	22.35	22.70	22.41	22.98
Standard error	.55	**	1.01	.93	1.28	.86	1.09	1.45	.93	.74	.79	.76	1.14	.95	1.20	1.15	.73	.83	.59	1.52
Fixed line Index - current	19.8	**	20.7	19.4	18.4	19.0	19.7	20.8	20.1	19.0	20.3	19.2	19.7	20.0	19.3	20.1	19.8	19.7	19.6	21.0
Standard deviation	17.67	**	17.74	17.54	17.83	17.76	17.74	18.09	17.35	17.82	17.68	17.67	17.66	17.57	17.61	18.00	17.60	17.81	17.57	18.38
Standard error	.43	**	.77	.71	1.08	.79	1.17	1.12	.69	.63	.62	.60	.88	.76	.91	.92	.58	.65	.46	1.21

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 279**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed line category based on past and present only  
by LANDLINE CROSS-BREAKS**

Base : Those responsible for the household's landline service, where the bill is paid within the household

	Total	NATION				FIXED SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	SKY	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1687	1413	126	93	55	592	379	336	166
Effective Weighted Sample	1579	1323	117	88	51	553	356	315	156
Total	925	779	69	48	30	309	221	192	90
Inactive	275	229	22	**	**	97	62	59	22
	30%	29%	32%	**	**	31%	28%	31%	25%
Passive	151	133	9	**	**	52	45	30	14
	16%	17%	13%	**	**	17%	20%	16%	15%
Interested	314	261	25	**	**	115	72	64	25
	34%	34%	36%	**	**	37% h	33%	34%	28%
Engaged	185	156	13	**	**	45	41	39	29
	20%	20%	18%	**	**	15%	19%	20% e	32% efg
Total Fixed line Index	34.8	35.0	32.9	**	**	31.4	34.4	35.1	42.0 efg
Standard deviation	29.37	29.49	28.55	**	**	27.09	28.41	30.06	31.64
Standard error	.72	.78	2.54	**	**	1.11	1.46	1.64	2.46
Fixed line Index - past	15.0	15.1	13.1	**	**	10.6	16.4 e	15.1 e	21.6 efg
Standard deviation	22.48	22.52	21.89	**	**	19.93	23.13	22.56	24.16
Standard error	.55	.60	1.95	**	**	.82	1.19	1.23	1.88
Fixed line Index - current	19.8	19.9	19.8	**	**	20.8 f	18.0	20.0	20.4
Standard deviation	17.67	17.65	17.39	**	**	17.90	16.75	18.00	17.45
Standard error	.43	.47	1.55	**	**	.74	.86	.98	1.35
Columns Tested: a,b,c,d - e,f,g,h									

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7/8/9a/9b/18. Variable used for calculating past Mobile phone score  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	MOBILE PHONE INDEX					MOBILE		MOBILE SWITCH			MOBILE TARIFF		MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS			BUNDLE SWITCH RS	BUNDLE NON-SWITCHERS	STANDAL ONE SWITCH RS	STANDAL ONE NON SWITCH RS	SINGLE	MULTIPLE
Significance Level: 95%	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Switched in last 2 years	250	-	-	91	158	29	220	250	-	131	52	196	29	**	220	-	122	**
	18%	-%	-%	18% ab	52% abc	31% f	17%	32% h	-%	100% gh	15%	20% j	48% no	**	31% o	-%	100%	**
Contact with provider to make changes in last 12 months	103	-	-	28	75	7	96	52	51	-	-	103	5	**	47	49	-	**
	8%	-%	-%	6% ab	25% abc	7%	8%	7% i	9% i	-%	-%	10% j	8%	**	7%	9%	-%	**
Considered and shopped in last 2 years	39	-	-	9	31	5	35	24	16	-	9	30	2	**	21	13	-	**
	3%	-%	-%	2% ab	10% abc	5%	3%	3% i	3% i	-%	3%	3%	4%	**	3%	2%	-%	**
Considered and did not shop in last 2 years	52	-	9	3	41	3	49	31	21	-	9	43	2	**	29	20	-	**
	4%	-%	3% ac	1% d	13% abc	3%	4%	4% i	4% i	-%	3%	4% j	3%	**	4%	4%	-%	**
None of these	910	301	240	368	-	49	861	415	495	-	281	614	23	**	392	469	-	**
	67%	100% bcd	97% cd	74% d	-%	53%	68% e	54% i	85% gi	-%	80% k	62%	38%	**	55% l	85% ln	-%	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7/8/9a/9b/18. Variable used for calculating past Mobile phone score  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Switched in last 2 years	250	62	98	68	14	21	7	117	86	46	128	122	66	84	41	60	149	101	221	29
	18%	26%	18%	18%	12%	12%	10%	23%	18%	13%	19%	18%	18%	20%	18%	18%	19%	18%	19%	17%
		bcdef	def	ef				hi	i											
Contact with provider to make changes in last 12 months	103	10	51	33	7	9	2	36	46	21	51	52	35	37	19	12	73	30	92	12
	8%	4%	9%	8%	7%	5%	3%	7%	10%	6%	8%	8%	10%	9%	8%	4%	9%	5%	8%	7%
			aef	aef					i				o	o	o		q			
Considered and shopped in last 2 years	39	6	20	10	2	3	1	18	12	9	18	21	13	13	5	8	26	13	36	4
	3%	3%	4%	2%	1%	2%	2%	4%	2%	2%	3%	3%	4%	3%	2%	3%	3%	2%	3%	2%
Considered and did not shop in last 2 years	52	14	22	13	2	3	1	28	15	8	29	23	11	15	11	14	27	25	42	10
	4%	6%	4%	3%	2%	2%	1%	6%	3%	2%	4%	3%	3%	4%	5%	4%	3%	4%	4%	6%
		cdef	e					hi												
None of these	910	145	354	266	86	144	57	317	319	273	451	458	232	278	156	243	510	400	796	114
	67%	61%	65%	68%	77%	80%	84%	61%	67%	76%	67%	68%	65%	65%	67%	72%	65%	70%	67%	68%
			a	a	abc	abc	abc		g	gh						lm		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 280**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM7/8/9a/9b/18. Variable used for calculating past Mobile phone score  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Switched in last 2 years	250	215	17	14	**	62	39	29	29	14	21
	18%	19%	15%	21%	**	17%	13%	14%	21% fg	17%	20% f
Contact with provider to make changes in last 12 months	103	87	11	4	**	33	21	21	9	7	6
	8%	8%	10%	6%	**	9%	7%	10% j	7%	8%	5%
Considered and shopped in last 2 years	39	35	2	1	**	12	8	5	5	4	2
	3%	3%	2%	2%	**	3%	3%	3%	3%	5%	2%
Considered and did not shop in last 2 years	52	45	3	3	**	14	11	8	8	5	3
	4%	4%	2%	5%	**	4%	4%	4%	6%	6%	3%
None of these	910	753	79	44	**	236	213	137	90	53	74
	67%	66%	71%	67%	**	66%	73% ehi	69%	64%	64%	70%

Columns Tested: a,b,c,d - e,f,g,h,i,j



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 281**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5/8/19a. Variable used for calculating current Mobile phone score  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE BUNDLE				LAST 12 MONTHS			BUNDLE SWITCHES	BUNDLE NON-SWITCHES	STANDAL ONE SWITCHES	STANDAL ONE NON SWITCHES		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER		PAYG	CON-TRACT	RS	CHERS	RS	RS	SINGLE	MULTIPLE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p	~q
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	18
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	17
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	9
Very active considerers	27	-	-	18	9	2	25	19	8	5	4	23	1	**	18	7	5	**
	2%	-%	-%	4% ab	3% ab	2%	2%	2%	1%	3% h	1%	2%	1%	**	3% o	1%	4%	**
Active considerers	223	-	-	93	130	12	210	155	68	18	42	180	10	**	144	66	17	**
	16%	-%	-%	19% ab	43% abc	13%	17%	20% hi	12%	14%	12%	18% j	17%	**	20% o	12%	14%	**
Not considerers, but happy with existing AND definitely best	333	-	-	258	76	18	315	180	153	25	84	241	12	**	168	147	22	**
	25%	-%	-%	52% abd	25% ab	20%	25%	23%	26% i	19%	24%	24%	20%	**	24%	27%	18%	**
Not considerers, but happy with existing AND probably best	333	-	240	3	90	26	307	191	142	28	80	252	14	**	178	130	26	**
	25%	-%	97% acd	1% bd	30% ac	28%	24%	25%	24%	22%	23%	26%	22%	**	25%	24%	22%	**
None of these	438	301	9	128	-	34	404	226	211	56	141	289	24	**	202	201	52	**
	32%	100% bcd	3% d	26% bd	-%	37%	32%	29%	36% g	42% g	40% k	29%	39% n	**	28%	37% n	42%	**
Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q																		

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 281**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5/8/19a. Variable used for calculating current Mobile phone score  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Very active considerers	27	3	11	12	1	1	*	11	8	8	16	11	6	11	4	7	16	11	22	5
	2%	1%	2%	3%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
				ade																
Active considerers	223	60	98	51	10	14	4	117	70	36	122	100	61	74	35	53	135	88	189	34
	16%	25%	18%	13%	9%	8%	6%	23%	15%	10%	18%	15%	17%	17%	15%	16%	17%	15%	16%	20%
		bcdef	cdef	ef				hi	i		k									
Not considerers, but happy with existing AND definitely best	333	56	147	93	23	37	14	134	129	71	159	175	69	109	56	99	178	155	299	34
	25%	23%	27%	24%	21%	21%	21%	26%	27%	20%	23%	26%	19%	26%	24%	29%	23%	27%	25%	20%
			de					i	i					l		l		p		
Not considerers, but happy with existing AND probably best	333	57	142	92	27	43	15	125	127	81	172	161	95	106	66	66	201	132	298	35
	25%	24%	26%	24%	24%	24%	23%	24%	27%	23%	25%	24%	26%	25%	28%	20%	26%	23%	25%	21%
													o	o	o					
None of these	438	63	149	141	51	85	34	131	144	163	208	230	127	127	71	112	255	183	378	60
	32%	26%	27%	36%	46%	47%	50%	25%	30%	45%	31%	34%	36%	30%	30%	33%	32%	32%	32%	36%
				ab	abc	abc	abc		g	gh			m							

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 281**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QM5/8/19a. Variable used for calculating current Mobile phone score  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Very active considerers	27	24	1	*	**	8	5	3	5	2	2
	2%	2%	1%	1%	**	2%	2%	2%	3%	2%	2%
Active considerers	223	193	15	10	**	62	43	36	27	10	17
	16%	17%	14%	14%	**	17%	15%	18%	19%	12%	16%
Not considerers, but happy with existing AND definitely best	333	271	31	21	**	82	82	39	46	19	27
	25%	24%	28%	32%	**	23%	28% eg	20%	32% eg	24%	25%
Not considerers, but happy with existing AND probably best	333	274	30	19	**	95	71	50	30	21	24
	25%	24%	27%	28%	**	27%	24%	25%	21%	25%	23%
None of these	438	373	35	17	**	111	91	70	34	30	36
	32%	33%	31%	25%	**	31% h	31% h	35% h	24% h	37% h	34% h

Columns Tested: a,b,c,d - e,f,g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Mobile phone category based on past and present only  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

		MOBILE PHONE INDEX				MOBILE		MOBILE SWITCH		MOBILE TARIFF			MOBILE				MOBILE SWITCH	
						SIMPLE				LAST 12			BUNDLE	BUNDLE	STANDAL	STANDAL		
	Total	INAC-TIVE	PASSIVE	INTER-ESTED	ENG-AGED	BUNDLE	STAND-ALONE	EVER	NEVER	MONTHS	PAYG	CON-TRACT	SWITCHE RS	NON-SWITCERS	ONE SWITCHE RS	ONE NON SWITCHE RS	MULTIPLE	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	~q	
Unweighted total	2278	529	426	830	493	171	2107	1273	1005	218	618	1631	113	58	1160	947	200	
Effective Weighted Sample	2147	496	400	784	468	161	1987	1202	946	207	579	1542	107	54	1097	892	190	
Total	1353	301	249	499	304	93	1261	771	582	131	351	986	61	32	710	551	122	
Inactive	301	301	-	-	-	18	283	114	187	-	114	181	10	**	104	179	-	
	22%	100%	-%	-%	-%	20%	22%	15%	32%	-%	32%	18%	16%	**	15%	32%	-%	
		bcd						i	gi		k					ln		
Passive	249	-	249	-	-	17	232	122	127	-	72	177	6	**	116	116	-	
	18%	-%	100%	-%	-%	18%	18%	16%	22%	-%	20%	18%	10%	**	16%	21%	-%	
			acd					i	gi							ln		
Interested	499	-	-	499	-	29	470	293	206	56	123	366	22	**	272	198	52	
	37%	-%	-%	100%	-%	31%	37%	38%	35%	42%	35%	37%	35%	**	38%	36%	42%	
				abd														
Engaged	304	-	-	-	304	28	276	242	62	76	42	262	24	**	218	58	70	
	22%	-%	-%	-%	100%	30%	22%	31%	11%	58%	12%	27%	39%	**	31%	11%	58%	
					abc	f		h		gh		j	o		o			
Total Mobile phone Index	38.0	-	24.8	42.0	79.7	43.4	37.6	45.7	27.8	69.5	29.2	41.3	50.5	**	45.3	27.7	69.5	
				b	bc	f		h		gh		j	o		o			
Standard deviation	28.14	-	.92	5.48	11.57	30.06	27.97	28.55	24.11	17.73	25.91	28.28	29.96	**	28.41	24.06	17.76	
Standard error	.59	-	.04	.19	.52	2.30	.61	.80	.76	1.20	1.04	.70	2.82	**	.83	.78	1.26	
Mobile phone Index - past	15.2	-	.7	12.9	46.0	22.6	14.7	21.9	6.4	50.0	9.2	17.6	30.3	**	21.2	6.4	50.0	
				b	bc	f		h		gh		j	no		o			
Standard deviation	22.52	-	3.68	21.84	10.22	24.63	22.27	24.33	16.10	*	19.00	23.32	24.25	**	24.22	16.02	*	
Standard error	.47	-	.18	.76	.46	1.88	.49	.68	.51	*	.76	.58	2.28	**	.71	.52	*	
Mobile phone Index - current	22.8	-	24.1	29.1	33.7	20.8	22.9	23.8	21.4	19.5	20.0	23.8	20.2	**	24.1	21.4	19.5	
				b	bc			hi				j			lo			
Standard deviation	16.78	-	4.60	17.37	6.38	16.95	16.76	16.43	17.15	17.73	17.31	16.43	17.27	**	16.33	17.20	17.76	
Standard error	.35	-	.22	.60	.29	1.30	.37	.46	.54	1.20	.70	.41	1.62	**	.48	.56	1.26	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Mobile phone category based on past and present only  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	2278	360	789	729	250	400	150	766	774	738	1098	1180	498	757	498	525	1255	1023	1993	285
Effective Weighted Sample	2147	348	764	698	245	391	146	740	735	709	1037	1113	484	724	486	501	1193	959	1879	268
Total	1353	238	546	389	112	180	68	518	477	358	677	676	357	427	232	338	784	569	1186	167
Inactive	301	36	95	99	40	71	30	75	96	130	150	151	89	84	49	80	172	129	261	40
	22%	15%	17%	26%	36%	39%	44%	14%	20%	36%	22%	22%	25%	20%	21%	24%	22%	23%	22%	24%
				ab	abc	abc	abc		g	gh			m							
Passive	249	36	104	73	24	36	13	84	97	67	131	118	70	77	49	53	147	102	223	26
	18%	15%	19%	19%	21%	20%	19%	16%	20%	19%	19%	17%	20%	18%	21%	16%	19%	18%	19%	16%
								g							o					
Interested	499	99	211	137	34	52	18	215	174	110	230	270	112	161	81	145	273	226	433	67
	37%	42%	39%	35%	30%	29%	26%	41%	37%	31%	34%	40%	31%	38%	35%	43%	35%	40%	36%	40%
		cdef	def	ef				hi	i			j		l		ln		p		
Engaged	304	66	137	80	14	21	7	144	109	51	167	138	86	105	53	60	191	113	270	34
	22%	28%	25%	21%	13%	12%	11%	28%	23%	14%	25%	20%	24%	25%	23%	18%	24%	20%	23%	20%
		cdef	cdef	def				hi	i		k		o	o			q			
Total Mobile phone Index	38.0	42.4	40.9	36.5	28.3	26.7	24.0	43.0	39.0	29.3	38.6	37.4	37.6	40.1	37.8	35.9	39.0	36.6	38.3	36.2
		cdef	cdef	def				hi	i					o			q			
Standard deviation	28.14	26.99	27.56	28.90	26.91	26.64	26.17	26.98	28.20	27.77	28.93	27.34	29.51	28.29	27.59	26.76	28.86	27.09	28.31	26.95
Standard error	.59	1.42	.98	1.07	1.70	1.33	2.14	.97	1.01	1.02	.87	.80	1.32	1.03	1.24	1.17	.81	.85	.63	1.60
Mobile phone Index - past	15.2	17.7	16.4	14.8	10.6	9.5	7.6	17.7	15.7	11.2	15.4	15.1	16.5	16.4	14.8	12.7	16.5	13.6	15.4	14.3
		def	def	def				i	i				o	o			q			
Standard deviation	22.52	23.21	22.95	22.44	20.22	19.38	17.91	23.23	22.80	20.50	22.54	22.51	23.15	23.04	22.21	21.23	23.08	21.64	22.61	21.91
Standard error	.47	1.22	.82	.83	1.28	.97	1.46	.84	.82	.75	.68	.66	1.04	.84	1.00	.93	.65	.68	.51	1.30
Mobile phone Index - current	22.8	24.7	24.5	21.6	17.7	17.2	16.4	25.3	23.4	18.2	23.2	22.3	21.1	23.7	23.0	23.1	22.5	23.1	22.9	21.8
		cdef	cdef	def				hi	i					l						
Standard deviation	16.78	15.83	16.15	17.40	17.18	17.18	17.29	15.89	16.49	17.52	16.58	16.98	16.69	16.61	16.38	17.30	16.69	16.92	16.72	17.25
Standard error	.35	.83	.58	.64	1.09	.86	1.41	.57	.59	.64	.50	.49	.75	.60	.73	.75	.47	.53	.37	1.02
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 282**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Mobile phone category based on past and present only  
by MOBILE CROSS-BREAKS**

Base : Those with a mobile phone, where the bill is paid within the household

	Total	NATION				MOBILE NETWORK					
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	EE	O2	VODA- FONE	3	VIRGIN	TESCO
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j
Unweighted total	2278	1904	187	117	70	591	483	335	225	145	187
Effective Weighted Sample	2147	1794	177	110	66	560	457	315	213	136	176
Total	1353	1135	112	66	40	358	291	199	141	82	106
Inactive	301	255	25	12	**	71	71	52	22	22	23
	22%	22%	22%	17%	**	20%	25% h	26% eh	16%	27% h	21%
Passive	249	204	24	11	**	69	55	37	24	15	20
	18%	18%	21%	16%	**	19%	19%	19%	17%	18%	19%
Interested	499	416	40	27	**	138	107	65	55	24	45
	37%	37%	36%	41%	**	38% i	37%	33%	39% i	29%	43% gi
Engaged	304	261	23	17	**	80	57	44	40	21	18
	22%	23%	21%	25%	**	22%	20%	22%	28% fj	26% j	17%
Total Mobile phone Index	38.0	38.2	37.0	40.2	**	38.7	35.5	35.9	43.1 efgj	37.3	36.3
Standard deviation	28.14	28.40	28.25	26.24	**	27.54	27.61	28.84	28.14	30.09	26.17
Standard error	.59	.65	2.07	2.43	**	1.13	1.26	1.58	1.88	2.50	1.91
Mobile phone Index - past	15.2	15.7	14.0	15.1	**	15.8 f	12.3	14.5	16.5 f	16.1	14.0
Standard deviation	22.52	22.68	22.24	22.48	**	22.73	21.04	22.21	22.86	22.71	22.23
Standard error	.47	.52	1.63	2.08	**	.94	.96	1.21	1.52	1.89	1.63
Mobile phone Index - current	22.8	22.6	23.1	25.1	**	22.9	23.2	21.4	26.6 efgij	21.2	22.3
Standard deviation	16.78	16.85	16.55	15.84	**	16.54	16.77	16.79	16.16	17.24	17.10
Standard error	.35	.39	1.21	1.46	**	.68	.76	.92	1.08	1.43	1.25
Columns Tested: a,b,c,d - e,f,g,h,i,j											

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 283**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17/8/9a/9b/18. Variable used for calculating past Fixed broadband score by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
	Total	INTER-				SIMPLE	STAND-	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHES	BUNDLE	STANDAL	STANDAL	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE					NON-SWITCHERS	ONE SWITCHES	ONE NON SWITCHES						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87
Switched in last 2 years	149	-	-	41	108	107	42	149	-	96	107	-	42	-	-	149	42	58	**	69
	17%	-%	-%	15%ab	46%abc	15%	23%e	33%h	-%	81%gh	30%km	-%	43%jkm	-%	-%	41%n	16%	15%	**	79%
Contact with provider to make changes in last 12 months	90	-	-	28	62	76	14	40	50	2	34	42	6	8	12	28	28	43	**	1
	10%	-%	-%	10%ab	26%abc	11%	8%	9%i	12%gi	2%	9%	13%l	6%	10%	14%o	8%	11%	11%	**	2%
Considered and shopped in last 2 years	36	-	-	8	28	28	9	16	20	-	13	14	3	6	2	14	11	14	**	-
	4%	-%	-%	3%ab	12%abc	4%	5%	4%i	5%i	-%	4%	4%	3%	7%	2%	4%	4%	4%	**	-%
Considered and did not shop in last 2 years	43	-	6	1	37	34	10	21	23	-	16	18	5	5	4	15	19	11	**	-
	5%	-%	4%ac	1%*o	16%abc	5%	5%	5%i	5%i	-%	4%	5%	5%	6%	5%	4%	7%q	3%	**	-%
None of these	556	204	152	200	-	448	108	232	324	21	189	259	43	65	72	159	161	259	**	17
	64%	100%bcd	96%cd	72%d	-%	65%	59%	51%i	78%gi	18%	53%l	78%jl	43%	78%jl	79%o	44%	61%	67%p	**	19%
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 283**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17/8/9a/9b/18. Variable used for calculating past Fixed broadband score  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Switched in last 2 years	149 17%	** **	74 18% e	54 18% e	11 13%	15 12%	** **	39 18% i	75 19% i	36 13%	67 15%	82 19% j	40 14%	49 18%	29 19%	31 18%	89 16%	60 19%	130 17%	20 17%
Contact with provider to make changes in last 12 months	90 10%	** **	40 10%	33 11%	9 11%	12 10%	** **	25 12%	37 10%	28 10%	49 11%	41 9%	33 12%	29 10%	15 10%	13 8%	62 11%	28 9%	77 10%	13 11%
Considered and shopped in last 2 years	36 4%	** **	17 4%	14 5%	4 5%	5 4%	** **	9 4%	15 4%	12 5%	19 4%	17 4%	15 5% o	12 4% o	6 4%	3 2%	27 5% q	9 3%	30 4%	6 5%
Considered and did not shop in last 2 years	43 5%	** **	20 5%	16 5%	5 6%	7 5%	** **	11 5%	18 4%	15 6%	20 4%	24 5%	16 6% n	14 5%	4 3%	9 5%	31 6%	13 4%	32 4%	11 10% r
None of these	556 64%	** **	253 63%	188 62%	53 65%	88 69% c	** **	131 61%	247 63%	177 66%	288 65%	267 62%	174 63%	173 62%	94 63%	115 67%	347 62%	209 65%	491 65% s	65 56%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 283**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q17/8/9a/9b/18. Variable used for calculating past Fixed broadband score  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Switched in last 2 years	149	130	8	**	**	41	34	26	15
	17%	18%	12%	**	**	17%	15%	13%	18%
Contact with provider to make changes in last 12 months	90	76	9	**	**	27	18	26	11
	10%	10%	13%	**	**	11%	8%	12% f	12%
Considered and shopped in last 2 years	36	33	2	**	**	8	10	10	5
	4%	4%	3%	**	**	3%	5%	5%	5%
Considered and did not shop in last 2 years	43	38	2	**	**	10	15	6	5
	5%	5%	4%	**	**	4%	6% g	3%	5%
None of these	556	467	45	**	**	158	147	140	52
	64%	63%	67%	**	**	65%	66%	67%	60%

Columns Tested: a,b,c,d - e,f,g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 284**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19a. Variable used for calculating current Fixed broadband score  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	BROADBAND INDEX																			FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH	
	INTER-																			SIMPLE	STAND-	LAST 12			BUNDLE	BUNDLE	STANDAL	STANDAL						
	ENG-AGED																			BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE	NON-SWI	ONE	ONE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
	Total	INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHE	NON-SWI	ONE	ONE	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL														
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s														
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151														
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143														
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87														
Very active considerers	34	-	-	24	9	25	9	22	11	4	16	9	6	3	5	18	14	10	**	3														
	4%	-%	-%	9%	4%	4%	5%	5%	3%	3%	4%	3%	6%	3%	5%	5%	5%	3%	**	4%														
				abd	ab			h					k				q																	
Active considerers	195	-	-	60	135	147	48	119	76	34	86	61	33	15	18	99	56	81	**	21														
	22%	-%	-%	21%	57%	21%	26%	26%	18%	29%	24%	18%	33%	18%	20%	27%	21%	21%	**	25%														
				ab	abc			h		h	k		jkm																					
Not considerers, but happy with existing AND definitely best	156	-	-	116	40	132	24	78	78	20	65	67	13	12	14	63	40	84	**	18														
	18%	-%	-%	42%	17%	19%	13%	17%	19%	17%	18%	20%	13%	14%	15%	17%	15%	22%	**	20%														
				abd	ab	f						l					p																	
Not considerers, but happy with existing AND probably best	204	-	152	1	51	163	41	106	98	25	85	78	21	20	24	82	58	96	**	14														
	23%	-%	96%	1%	22%	24%	22%	23%	23%	21%	24%	23%	21%	24%	26%	23%	22%	25%	**	16%														
			acd		ac																													
None of these	286	204	6	77	-	225	61	133	153	35	106	119	27	34	31	103	95	116	**	31														
	33%	100%	4%	28%	-%	33%	33%	29%	37%	29%	30%	36%	27%	41%	34%	28%	36%	30%	**	35%														
		bcd	d	bd					g			jl		jl			q																	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 284**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19a. Variable used for calculating current Fixed broadband score  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Very active considerers	34	**	20	10	*	2	**	10	17	7	20	14	11	13	6	4	24	10	29	5
	4%	**	5%	3%	1%	1%	**	5%	4%	2%	4%	3%	4%	5%	4%	2%	4%	3%	4%	4%
			de	d																
Active considerers	195	**	100	63	16	21	**	54	92	50	98	97	70	59	30	36	129	66	158	37
	22%	**	25%	21%	19%	16%	**	25%	23%	18%	22%	22%	25%	21%	20%	21%	23%	21%	21%	32%
			e					i	i										r	
Not considerers, but happy with existing AND definitely best	156	**	77	54	15	22	**	37	72	47	77	79	42	48	29	37	90	66	141	15
	18%	**	19%	18%	18%	18%	**	17%	18%	18%	17%	18%	15%	17%	20%	22%	16%	21%	19%	13%
																l		p	s	
Not considerers, but happy with existing AND probably best	204	**	96	66	16	27	**	57	92	54	106	98	62	69	34	38	131	72	181	22
	23%	**	24%	22%	19%	21%	**	27%	23%	20%	24%	23%	22%	25%	23%	23%	24%	23%	24%	20%
								i												
None of these	286	**	110	111	36	55	**	56	120	111	143	144	94	89	48	56	183	104	251	36
	33%	**	27%	37%	43%	44%	**	26%	31%	41%	32%	33%	34%	32%	33%	33%	33%	33%	33%	31%
				b	b	bc				gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 284**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q15/8/19a. Variable used for calculating current Fixed broadband score  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Very active considerers	34	29	-	**	**	3	9	9	4
	4%	4%	-%	**	**	1%	4%	4%	5%
		b					e	e	e
Active considerers	195	171	11	**	**	59	54	35	23
	22%	23%	17%	**	**	24%	24%	17%	27%
						g	g		g
Not considerers, but happy with existing AND definitely best	156	130	19	**	**	37	36	56	11
	18%	17%	29%	**	**	15%	16%	27%	13%
			a					efh	
Not considerers, but happy with existing AND probably best	204	178	13	**	**	69	48	45	19
	23%	24%	20%	**	**	28%	21%	22%	22%
						fg			
None of these	286	237	23	**	**	76	77	63	29
	33%	32%	34%	**	**	31%	34%	30%	33%

Columns Tested: a,b,c,d - e,f,g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 285**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed broadband category based on past and present only  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	BROADBAND INDEX				FIXED BB		FIXED BB SWITCH			FIXED BB				SWITCHED WHEN MOVING		BUNDLE TYPE		BROADBAND SWITCH		
		INACT- TIVE	PASSIVE	ESTED	ENG- AGED	BUNDLE	ALONE	EVER	NEVER	LAST 12 MONTHS	BUNDLE SWITCHE RS	BUNDLE		STANDAL		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL E
												NON-SWI TCHERS	ONE SWITCHE	ONE SWITCHE	NON SWITCHE						
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s		
Unweighted total	1511	365	269	477	400	1199	312	790	721	207	619	580	171	141	147	637	475	656	56	151	
Effective Weighted Sample	1421	341	253	449	378	1128	293	745	676	195	583	544	161	132	139	600	446	619	53	143	
Total	875	204	158	277	236	692	183	458	416	119	359	333	100	83	90	365	262	386	32	87	
Inactive	204	204	-	-	-	160	44	74	130	8	59	101	15	29	26	48	64	85	**	7	
	23%	100%	-%	-%	-%	23%	24%	16%	31%	7%	16%	30%	15%	34%	29%	13%	25%	22%	**	8%	
		bcd						i	gi			jl		jl	o						
Passive	158	-	158	-	-	126	31	72	86	6	60	66	12	19	20	52	44	74	**	3	
	18%	-%	100%	-%	-%	18%	17%	16%	21%	5%	17%	20%	12%	23%	22%	14%	17%	19%	**	4%	
			acd					i	gi			l		l	o						
Interested	277	-	-	277	-	227	51	146	131	34	118	109	28	22	30	115	84	131	**	30	
	32%	-%	-%	100%	-%	33%	28%	32%	32%	29%	33%	33%	28%	27%	33%	31%	32%	34%	**	35%	
				abd																	
Engaged	236	-	-	-	236	178	57	166	69	71	122	56	44	13	14	151	70	97	**	46	
	27%	-%	-%	-%	100%	26%	31%	36%	17%	60%	34%	17%	45%	15%	15%	41%	27%	25%	**	53%	
				abc				h		gh	km		jkm		n						
Total Fixed broadband Index	39.4	-	24.8	42.6	79.6	38.9	41.3	47.4	30.6	65.1	46.2	31.1	51.9	28.8	30.9	51.5	38.8	39.1	**	63.0	
				b	bc			h		gh	km		jkm		n						
Standard deviation	29.83	-	.95	5.94	12.12	29.33	31.67	30.37	26.60	26.66	30.03	26.44	31.33	27.32	26.00	30.12	29.57	29.17	**	27.59	
Standard error	.77	-	.06	.27	.61	.85	1.79	1.08	.99	1.85	1.21	1.10	2.40	2.30	2.14	1.19	1.36	1.14	**	2.25	
Fixed broadband Index - past	16.7	-	.7	13.9	45.3	16.2	18.9	23.3	9.5	41.2	22.3	9.5	26.9	9.3	8.8	27.0	17.1	15.6	**	40.3	
				b	bc			h		gh	km		jkm		n						
Standard deviation	22.97	-	3.78	22.41	10.92	22.77	23.65	24.42	18.78	19.11	24.35	18.83	24.46	18.68	18.39	24.46	22.81	22.81	**	19.87	
Standard error	.59	-	.23	1.03	.55	.66	1.34	.87	.70	1.33	.98	.78	1.87	1.57	1.52	.97	1.05	.89	**	1.62	
Fixed broadband Index - current	22.7	-	24.1	28.7	34.3	22.7	22.5	24.1	21.1	23.9	23.8	21.5	25.0	19.4	22.1	24.5	21.6	23.5	**	22.7	
				b	bc			h		h	km		km								
Standard deviation	16.91	-	4.73	18.19	5.86	16.89	17.03	16.61	17.12	16.53	16.66	17.09	16.50	17.27	17.06	16.52	17.47	16.47	**	17.69	
Standard error	.44	-	.29	.83	.29	.49	.96	.59	.64	1.15	.67	.71	1.26	1.45	1.41	.65	.80	.64	**	1.44	
Columns Tested: a,b,c,d - e,f - g,h,i - j,k,l,m - n,o - p,q - r,s																					

**OFCom SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 285**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed broadband category based on past and present only  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1511	64	587	575	187	285	98	319	638	554	743	768	393	515	324	279	908	603	1313	198
Effective Weighted Sample	1421	62	569	550	183	279	96	308	606	531	698	724	382	492	317	266	859	568	1235	186
Total	875	41	403	304	83	127	44	215	392	268	444	431	279	277	148	171	556	319	760	115
Inactive	204	**	77	76	26	42	**	41	82	81	103	101	64	61	35	44	125	79	181	23
	23%	**	19%	25%	31%	33%	**	19%	21%	30%	23%	23%	23%	22%	24%	26%	22%	25%	24%	20%
				b	b	bc				gh										
Passive	158	**	74	54	11	21	**	42	70	45	84	74	51	53	25	29	104	54	141	17
	18%	**	18%	18%	13%	16%	**	20%	18%	17%	19%	17%	18%	19%	17%	17%	19%	17%	19%	15%
Interested	277	**	135	94	27	38	**	64	132	81	142	136	90	87	47	54	177	101	239	38
	32%	**	34%	31%	32%	30%	**	30%	34%	30%	32%	32%	32%	31%	32%	32%	32%	32%	31%	33%
Engaged	236	**	117	81	19	26	**	67	107	61	115	120	74	76	41	44	151	85	199	37
	27%	**	29%	27%	23%	20%	**	31%	27%	23%	26%	28%	27%	28%	28%	26%	27%	27%	26%	32%
			e	e				i												
Total Fixed broadband Index	39.4	**	42.0	38.9	34.8	32.5	**	42.6	40.6	35.1	39.1	39.8	39.3	40.2	40.3	37.6	39.7	38.9	39.0	42.4
			de	e				i	i											
Standard deviation	29.83	**	29.45	30.25	29.51	29.01	**	30.19	29.36	29.84	29.73	29.96	29.61	29.80	30.66	29.70	29.68	30.13	29.90	29.34
Standard error	.77	**	1.22	1.26	2.16	1.72	**	1.69	1.16	1.27	1.09	1.08	1.49	1.31	1.70	1.78	.98	1.23	.83	2.08
Fixed broadband Index - past	16.7	**	17.2	17.5	15.9	13.8	**	17.9	17.1	15.3	16.2	17.3	17.0	17.3	17.4	14.9	17.1	16.1	16.4	18.9
			e	e																
Standard deviation	22.97	**	23.17	23.23	22.61	21.75	**	23.40	23.18	22.34	22.83	23.13	22.95	23.19	23.55	22.24	23.05	22.86	22.94	23.14
Standard error	.59	**	.96	.97	1.65	1.29	**	1.31	.92	.95	.84	.83	1.16	1.02	1.31	1.33	.76	.93	.63	1.64
Fixed broadband Index - current	22.7	**	24.8	21.4	18.9	18.7	**	24.7	23.5	19.8	22.9	22.5	22.3	22.9	22.9	22.7	22.6	22.8	22.6	23.5
			cde	e				i	i											
Standard deviation	16.91	**	16.43	17.25	17.29	17.27	**	16.06	16.76	17.47	16.92	16.92	16.95	16.89	17.11	16.84	16.91	16.94	16.94	16.80
Standard error	.44	**	.68	.72	1.26	1.02	**	.90	.66	.74	.62	.61	.86	.74	.95	1.01	.56	.69	.47	1.19
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 285**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Fixed broadband category based on past and present only  
by BROADBAND CROSS-BREAKS**

Base : Those with fixed broadband access, where the bill is paid within the household

	Total	NATION				FIXED BROADBAND SUPPLIER			
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	BT	VIRGIN MEDIA	TALK TALK
Significance Level: 95%		a	b	~c	~d	e	f	g	h
Unweighted total	1511	1284	114	70	43	412	391	353	156
Effective Weighted Sample	1421	1207	107	66	41	388	367	332	147
Total	875	744	67	39	25	245	224	208	87
Inactive	204	164	18	**	**	58	57	43	19
	23%	22%	26%	**	**	24%	25%	21%	22%
Passive	158	141	9	**	**	50	40	38	15
	18%	19%	13%	**	**	20%	18%	18%	18%
Interested	277	235	24	**	**	68	72	77	27
	32%	32%	36%	**	**	28%	32%	37% e	32%
Engaged	236	204	16	**	**	68	56	49	25
	27%	27%	24%	**	**	28%	25%	24%	29%
Total Fixed broadband Index	39.4	40.0	37.6	**	**	38.7	37.4	39.8	41.2
Standard deviation	29.83	29.75	29.38	**	**	29.86	29.29	29.11	30.66
Standard error	.77	.83	2.75	**	**	1.47	1.48	1.55	2.45
Fixed broadband Index - past	16.7	17.1	15.2	**	**	16.4	15.2	15.5	18.7
Standard deviation	22.97	23.09	22.68	**	**	23.02	22.17	22.81	23.67
Standard error	.59	.64	2.12	**	**	1.13	1.12	1.21	1.89
Fixed broadband Index - current	22.7	22.9	22.4	**	**	22.3	22.3	24.3	22.5
Standard deviation	16.91	16.78	17.15	**	**	15.95	17.15	17.13	17.08
Standard error	.44	.47	1.61	**	**	.79	.87	.91	1.37

Columns Tested: a,b,c,d - e,f,g,h

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 286**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12					BUNDLE		STANDALONE							
	Total	INAC-TIVE	PASSIVE	ESTED ENG-AGED		BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	ITCHERS	SWITCH	NON	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	~t	~u
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Switched in last 2 years	112	-	-	22	90	72	40	112	-	64	88	24	72	-	40	-	-	110	14	61	**	**
	11%	-%	-%	7%	45%	16%	7%	28%	-%	76%	14%	6%	31%	-%	24%	-%	-%	35%	6%	16%	**	**
				ab	abc	f		h		gh	k		mno		mo			p		r		
Contact with provider to make changes in last 12 months	96	-	-	31	66	58	39	37	60	2	96	-	28	29	9	30	13	23	18	50	**	**
	9%	-%	-%	9%	33%	13%	7%	9%	9%	2%	15%	-%	12%	13%	5%	7%	16%	7%	8%	13%	**	**
				ab	abc	f		i	i		k		no	no			q		r			
Considered and shopped in last 2 years	27	-	-	4	24	14	13	10	17	-	19	9	5	9	5	8	3	6	4	11	**	**
	3%	-%	-%	1%	12%	3%	2%	3%	3%	-%	3%	2%	2%	4%	3%	2%	4%	2%	2%	3%	**	**
				a	abc									o								
Considered and did not shop in last 2 years	28	-	7	-	21	15	13	10	18	-	21	7	6	8	4	9	3	7	7	14	**	**
	3%	-%	3%	-%	11%	3%	2%	3%	3%	-%	3%	2%	3%	4%	2%	2%	4%	2%	3%	4%	**	**
			ac		abc						k											
None of these	783	307	195	281	-	298	486	226	558	18	404	380	117	180	108	377	62	164	185	251	**	**
	75%	100%	97%	83%	-%	65%	82%	57%	85%	22%	64%	91%	51%	79%	65%	89%	76%	53%	81%	65%	**	**
		bcd	cd	d			e	i	gi			j		ln	l	lmn	q		s			
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 286**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Switched in last 2 years	112	**	59	38	5	10	5	30	58	25	54	58	33	32	22	25	65	47	102	10
	11%	**	14%	11%	4%	5%	5%	13%	14%	6%	10%	11%	12%	11%	12%	9%	11%	10%	11%	7%
			cdef	def				i	i										s	
Contact with provider to make changes in last 12 months	96	**	43	37	8	11	2	23	48	25	51	45	32	28	18	19	60	37	83	14
	9%	**	11%	10%	7%	5%	2%	10%	11%	6%	10%	9%	11%	9%	10%	7%	10%	8%	9%	9%
			ef	ef	f			i	i				o							
Considered and shopped in last 2 years	27	**	16	10	-	-	-	10	12	6	18	10	10	5	3	10	15	13	25	2
	3%	**	4%	3%	-%	-%	-%	4%	3%	1%	3%	2%	4%	2%	2%	3%	3%	3%	3%	2%
			def	def				i												
Considered and did not shop in last 2 years	28	**	14	11	1	2	1	6	15	7	15	13	8	11	4	5	19	9	21	7
	3%	**	3%	3%	1%	1%	1%	3%	4%	2%	3%	3%	3%	4%	2%	2%	3%	2%	2%	4%
			de	de					i											
None of these	783	**	281	264	109	199	89	166	290	327	390	394	201	226	135	222	427	357	669	115
	75%	**	68%	73%	88%	90%	91%	71%	69%	84%	74%	76%	71%	75%	74%	79%	73%	77%	74%	78%
				b	bc	bc	bc			gh						l		p		

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 286**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Switched in last 2 years	112	97	8	**	**	38	29
	11%	11%	8%	**	**	10%	16% e
Contact with provider to make changes in last 12 months	96	82	8	**	**	66	23
	9%	9%	9%	**	**	18% f	12%
Considered and shopped in last 2 years	27	26	*	**	**	8	7
	3%	3%	1%	**	**	2%	4%
Considered and did not shop in last 2 years	28	24	-	**	**	9	10
	3%	3%	-%	**	**	3%	5% e
None of these	783	645	75	**	**	251	121
	75%	74%	82% a	**	**	67%	64%

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 287**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON-SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Significance Level: 95%																						
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Very active considerers	25	-	-	16	9	14	11	15	10	3	18	7	8	6	7	4	6	10	5	12	**	**
	2%	-%	-%	5%	4%	3%	2%	4%	2%	4%	3%	2%	4%	3%	4%	1%	7%	3%	2%	3%	**	**
				ab	ab			h					o	o	o		q					
Active considerers	153	-	-	60	93	84	68	81	72	19	116	37	55	29	26	42	15	64	28	75	**	**
	15%	-%	-%	18%	46%	18%	12%	21%	11%	23%	18%	9%	24%	13%	16%	10%	19%	21%	12%	19%	**	**
				ab	abc	f		h		h	k		mno		o				r			
Not considerers, but happy with existing AND definitely best	262	-	-	205	57	121	141	92	169	27	166	96	53	68	39	102	18	74	55	101	**	**
	25%	-%	-%	61%	28%	26%	24%	23%	26%	32%	26%	23%	23%	30%	24%	24%	22%	24%	24%	26%	**	**
				abd	ab					g				lo								
Not considerers, but happy with existing AND probably best	238	-	195	-	42	110	128	102	136	20	150	88	60	50	42	86	22	79	52	97	**	**
	23%	-%	97%	-%	21%	24%	22%	26%	21%	24%	24%	21%	26%	22%	25%	20%	27%	25%	23%	25%	**	**
			acd		ac			h					o									
None of these	370	307	7	56	-	128	243	104	266	14	178	192	53	75	51	191	20	83	88	102	**	**
	35%	100%	3%	17%	-%	28%	41%	26%	41%	17%	28%	46%	23%	33%	31%	45%	25%	27%	39%	26%	**	**
		bcd	d	bd		e		i	gi			j		l	l	lmn			s			

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 287**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Very active considerers	25	**	14	9	1	1	1	7	12	5	14	11	6	9	6	4	15	10	22	3
	2%	**	3%	2%	*%	1%	1%	3%	3%	1%	3%	2%	2%	3%	3%	2%	3%	2%	2%	2%
			def	de				i	i											
Active considerers	153	**	80	52	10	15	6	38	78	36	81	72	52	44	24	33	95	58	127	25
	15%	**	19%	15%	8%	7%	6%	16%	18%	9%	15%	14%	18%	15%	13%	12%	16%	12%	14%	17%
			cdef	def				i	i				o				q			
Not considerers, but happy with existing AND definitely best	262	**	117	79	29	54	25	69	103	90	129	133	59	70	56	76	130	132	233	29
	25%	**	28%	22%	24%	24%	25%	29%	24%	23%	24%	26%	21%	23%	31%	27%	22%	29%	26%	20%
			c					i							lm	l		p	s	
Not considerers, but happy with existing AND probably best	238	**	100	83	23	43	20	56	105	76	119	118	68	68	41	60	136	102	208	29
	23%	**	24%	23%	19%	19%	20%	24%	25%	20%	23%	23%	24%	23%	23%	22%	23%	22%	23%	20%
								i												
None of these	370	**	103	138	61	108	47	65	124	181	185	185	99	110	55	106	210	161	309	61
	35%	**	25%	38%	49%	49%	48%	28%	29%	47%	35%	36%	35%	37%	30%	38%	36%	35%	34%	41%
			b	b	bc	bc	bc			gh				n		n				r

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 287**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Very active considerers	25	22	1	**	**	5	8
	2%	2%	1%	**	**	1%	4% e
Active considerers	153	137	5	**	**	65	31
	15%	16% b	5%	**	**	18%	17%
Not considerers, but happy with existing AND definitely best	262	212	33	**	**	113	46
	25%	24%	36% a	**	**	30% f	24%
Not considerers, but happy with existing AND probably best	238	198	22	**	**	98	44
	23%	23%	24%	**	**	26%	23%
None of these	370	306	30	**	**	90	60
	35%	35%	33%	**	**	24%	32% e

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 288**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				BUNDLE	SIMPLE ALONE	STAND- EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED								NON-SWITCHERS	NON-SWITCH	NON-SWITCH							
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	
Unweighted total	1828	558	348	594	328	784	1044	677	1151	138	1075	753	393	391	284	760	132	540	404	657	62	76
Effective Weighted Sample	1713	523	325	557	310	737	976	637	1076	131	1011	702	370	368	267	709	125	507	381	620	58	72
Total	1047	307	202	337	201	457	591	395	652	84	628	419	229	227	165	425	82	310	227	387	37	47
Inactive	307	307	-	-	-	95	213	68	239	5	126	181	31	64	37	175	16	52	73	74	**	**
	29%	100%	-%	-%	-%	21%	36%	17%	37%	6%	20%	43%	13%	28%	22%	41%	19%	17%	32%	19%	**	**
		bcd					e	i	gi			j		l	l	lmn			s			
Passive	202	-	202	-	-	84	118	73	129	6	117	85	39	45	34	84	19	54	48	74	**	**
	19%	-%	100%	-%	-%	18%	20%	18%	20%	7%	19%	20%	17%	20%	21%	20%	23%	17%	21%	19%	**	**
			acd					i	i													
Interested	337	-	-	337	-	152	185	121	216	17	213	124	70	82	52	133	33	88	80	130	**	**
	32%	-%	-%	100%	-%	33%	31%	31%	33%	21%	34%	30%	30%	36%	31%	31%	40%	28%	35%	34%	**	**
				abd				i	i								q					
Engaged	201	-	-	-	201	126	75	133	68	56	172	29	90	36	43	32	15	115	27	109	**	**
	19%	-%	-%	-%	100%	28%	13%	34%	10%	67%	27%	7%	39%	16%	26%	8%	18%	37%	12%	28%	**	**
				abc		f		h	gh		k		mno	o	mo		p		r			
Total TV Index	33.8	-	24.8	41.3	81.8	41.0	28.2	45.6	26.6	68.0	41.3	22.5	49.6	32.3	40.0	23.5	36.5	47.6	29.1	41.5	**	**
				b	bc	f		h	gh		k		mno	o	mo		p		r			
Standard deviation	29.02	-	.89	4.94	11.13	30.04	26.93	30.92	25.28	27.07	29.86	23.64	30.57	26.91	30.63	23.84	25.90	31.70	25.68	29.62	**	**
Standard error	.68	-	.05	.20	.61	1.07	.83	1.19	.75	2.30	.91	.86	1.54	1.36	1.82	.86	2.25	1.36	1.28	1.16	**	**
TV Index - past	11.8	-	.7	8.3	46.8	16.4	8.2	20.6	6.4	39.2	16.8	4.2	23.6	9.2	16.6	5.0	10.9	22.9	8.4	16.5	**	**
				b	bc	f		h	gh		k		mno	o	mo		p		r			
Standard deviation	20.85	-	3.56	18.68	9.28	23.08	18.18	24.33	16.27	20.71	23.22	13.56	24.67	18.84	23.32	14.52	20.14	24.68	18.30	23.06	**	**
Standard error	.49	-	.19	.77	.51	.82	.56	.93	.48	1.76	.71	.49	1.24	.95	1.38	.53	1.75	1.06	.91	.90	**	**
TV Index - current	22.0	-	24.2	32.9	35.0	24.6	19.9	24.9	20.2	28.8	24.4	18.3	26.0	23.1	23.4	18.6	25.6	24.7	20.6	25.1	**	**
				b	bc	f		h	gh		k		mno	o	o					r		
Standard deviation	17.26	-	4.45	15.07	6.17	16.50	17.57	16.21	17.63	14.56	16.54	17.67	15.55	17.31	17.02	17.61	16.47	16.21	17.45	16.21	**	**
Standard error	.40	-	.24	.62	.34	.59	.54	.62	.52	1.24	.50	.64	.78	.88	1.01	.64	1.43	.70	.87	.63	**	**

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 288**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1828	74	585	667	279	502	223	335	677	816	888	940	405	556	400	467	961	867	1567	261
Effective Weighted Sample	1713	72	570	638	273	491	218	326	645	783	834	881	393	529	390	439	909	811	1468	245
Total	1047	51	414	361	124	222	98	235	422	390	527	520	284	301	182	280	585	462	900	147
Inactive	307	**	81	106	57	101	44	54	93	160	153	154	80	91	45	92	171	136	257	51
	29%	**	20%	29%	46%	45%	45%	23%	22%	41%	29%	30%	28%	30%	24%	33%	29%	30%	29%	34%
				b	bc	bc	bc			gh				n	n					
Passive	202	**	82	72	19	38	18	50	85	66	99	103	56	56	36	54	112	90	174	28
	19%	**	20%	20%	16%	17%	18%	21%	20%	17%	19%	20%	20%	19%	19%	19%	19%	19%	19%	19%
Interested	337	**	140	118	37	68	31	73	143	121	170	167	84	98	65	90	182	155	291	46
	32%	**	34%	33%	30%	31%	31%	31%	34%	31%	32%	32%	30%	33%	36%	32%	31%	34%	32%	31%
Engaged	201	**	111	65	10	16	6	58	101	42	106	95	64	56	37	44	120	81	179	22
	19%	**	27%	18%	8%	7%	6%	25%	24%	11%	20%	18%	23%	18%	20%	16%	20%	18%	20%	15%
			cdef	def				i	i				o							
Total TV Index	33.8	**	40.8	33.3	22.7	22.3	21.7	38.8	38.5	25.6	34.3	33.2	35.6	32.9	36.5	31.1	34.2	33.2	34.5	29.5
			cdef	def				i	i				o		o				s	
Standard deviation	29.02	**	29.81	28.40	25.11	24.02	22.68	30.65	28.97	26.18	29.28	28.78	30.14	28.44	28.85	28.47	29.29	28.71	29.20	27.65
Standard error	.68	**	1.23	1.10	1.50	1.07	1.52	1.67	1.11	.92	.98	.94	1.50	1.21	1.44	1.32	.94	.98	.74	1.71
TV Index - past	11.8	**	15.0	12.4	5.6	4.9	4.0	13.9	14.6	7.5	12.2	11.4	13.8	11.4	12.3	9.9	12.6	10.8	12.1	9.7
			cdef	def				i	i				o							
Standard deviation	20.85	**	22.51	21.20	15.75	14.71	13.31	22.09	22.28	17.58	21.11	20.60	22.00	20.46	21.25	19.70	21.24	20.33	21.11	19.15
Standard error	.49	**	.93	.82	.94	.66	.89	1.21	.86	.62	.71	.67	1.09	.87	1.06	.91	.69	.69	.53	1.19
TV Index - current	22.0	**	25.8	20.8	17.1	17.3	17.7	24.9	23.9	18.1	22.1	21.8	21.8	21.5	24.2	21.2	21.6	22.4	22.3	19.8
			cdef	def				i	i				lmo						s	
Standard deviation	17.26	**	16.12	17.35	17.69	17.70	17.78	16.58	16.56	17.73	17.25	17.27	16.95	17.42	17.07	17.48	17.18	17.36	17.20	17.52
Standard error	.40	**	.67	.67	1.06	.79	1.19	.91	.64	.62	.58	.56	.84	.74	.85	.81	.55	.59	.43	1.08
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 288**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with multi-channel TV, where the bill (for those with Pay TV) is paid within in the household

		NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%	Total	a	b	~c	~d	e	f
Unweighted total	1828	1524	157	97	50	641	324
Effective Weighted Sample	1713	1428	147	91	47	602	305
Total	1047	875	91	53	28	372	189
Inactive	307	251	26	**	**	64	42
	29%	29%	29%	**	**	17%	22%
Passive	202	165	20	**	**	77	35
	19%	19%	22%	**	**	21%	19%
Interested	337	284	33	**	**	137	61
	32%	32%	36%	**	**	37%	32%
Engaged	201	174	12	**	**	94	51
	19%	20%	13%	**	**	25%	27%
		b					
Total TV Index	33.8	34.4	31.7	**	**	41.1	40.0
Standard deviation	29.02	29.16	27.28	**	**	28.42	30.09
Standard error	.68	.75	2.18	**	**	1.12	1.67
TV Index - past	11.8	12.3	8.8	**	**	15.5	16.7
Standard deviation	20.85	21.14	19.18	**	**	22.84	22.98
Standard error	.49	.54	1.53	**	**	.90	1.28
TV Index - current	22.0	22.1	22.9	**	**	25.6	23.4
						f	
Standard deviation	17.26	17.22	17.33	**	**	15.72	17.18
Standard error	.40	.44	1.38	**	**	.62	.95
Columns Tested: a,b,c,d - e,f							



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 289**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	BUNDLE INDEX				BUNDLE				BUNDLE TYPE		CONSIDERED SWITCHING WHOLE BUNDLE			AGE						
	Total	INAC- TIVE	PASSIVEINTER- ESTED	ENG- AGED	MOBILE LAND- LINE	TV	FIXED BB	DUAL	TRIPLE	EVER	NEVER	LAST 12 MONTHS	16-24	25-44	45-64	65-74	65+	75+		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1285	140	164	492	489	172	1207	788	1206	476	661	449	781	209	48	481	487	164	269	105
Effective Weighted Sample	1207	131	153	462	461	162	1135	741	1135	447	624	423	733	198	46	466	466	161	264	103
Total	734	75	92	279	287	93	685	459	696	263	390	262	439	124	30	330	256	73	119	46
Inactive	75	75	-	-	-	4	69	36	69	39	25	12	63	3	**	24	25	14	22	9
	10%	100%	-%	-%	-%	4%	10%	8%	10%	15%	6%	5%	14%	2%	**	7%	10%	19%	19%	19%
		bcd					e		e	j			km				op	op	op	
Passive	92	-	92	-	-	10	89	58	86	32	51	24	68	5	**	41	32	8	16	8
	13%	-%	100%	-%	-%	11%	13%	13%	12%	12%	13%	9%	16%	4%	**	12%	13%	11%	13%	17%
			acd									m	km							
Interested	279	-	-	279	-	33	260	180	264	96	153	84	180	26	**	125	100	24	45	21
	38%	-%	-%	100%	-%	35%	38%	39%	38%	36%	39%	32%	41%	21%	**	38%	39%	33%	38%	45%
				abd								m	km						q	
Engaged	287	-	-	-	287	47	267	185	277	96	161	142	129	90	**	140	99	27	36	9
	39%	-%	-%	-%	100%	50%	39%	40%	40%	37%	41%	54%	29%	73%	**	42%	39%	37%	30%	19%
				abc	fgh					l		kl			rs	rs	s	s		

Columns Tested: a,b,c,d - e,f,g,h - i,j - k,l,m - n,o,p,q,r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 289**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

		AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1285	242	548	495	616	669	318	433	277	257	751	534
Effective Weighted Sample	1207	234	520	475	579	630	308	413	271	243	710	503
Total	734	161	336	237	366	368	224	232	126	152	456	278
Inactive	75	12	27	35	34	41	22	26	12	16	47	28
	10%	8%	8%	15%	9%	11%	10%	11%	9%	11%	10%	10%
				ab								
Passive	92	18	45	29	47	45	28	32	16	16	60	32
	13%	11%	13%	12%	13%	12%	13%	14%	13%	11%	13%	12%
Interested	279	56	131	93	143	137	81	89	48	61	171	109
	38%	34%	39%	39%	39%	37%	36%	38%	38%	40%	37%	39%
Engaged	287	75	132	80	142	145	92	86	50	59	178	109
	39%	47%	39%	34%	39%	40%	41%	37%	40%	39%	39%	39%
		c										

Columns Tested: a,b,c - d,e - f,g,h,i - j,k

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 289**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Bundle category based on past and present only  
by BUNDLE CROSS-BREAKS**

Base : Those responsible for the household package of services

	URBANITY			NATION				BUNDLE SUPPLIER			
	Total	URBAN	RURAL	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	BT	VIRGIN MEDIA	SKY	TALK TALK
Significance Level: 95%		a	b	c	~d	~e	~f	g	h	i	j
Unweighted total	1285	1124	161	1087	93	62	43	304	337	388	121
Effective Weighted Sample	1207	1056	151	1022	87	58	40	285	317	365	114
Total	734	642	92	623	54	33	24	169	195	228	67
Inactive	75	66	9	62	**	**	**	27	17	18	6
	10%	10%	10%	10%	**	**	**	16% hij	9%	8%	8%
Passive	92	85	7	79	**	**	**	21	21	34	8
	13%	13%	8%	13%	**	**	**	13%	11%	15%	12%
Interested	279	246	33	234	**	**	**	61	85	85	23
	38%	38%	36%	38%	**	**	**	36% g	44%	38%	34%
Engaged	287	245	42	248	**	**	**	60	72	90	30
	39%	38%	46%	40%	**	**	**	35%	37%	40%	45%

Columns Tested: a,b - c,d,e,f - g,h,i,j

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 290**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
Switched in last 2 years	88	-	-	15	73	68	20	88	-	50	88	**	68	-	20	-	-	87	6	59	**	**
	14%	-%	-%	7%	42%	16%	10%	30%	-%	78%	14%	**	31%	-%	28%	-%	-%	38%	7%	16%	**	**
				ab	abc	f		h		gh			mo		mo			p		r		
Contact with provider to make changes in last 12 months	96	-	-	31	66	58	39	37	60	2	96	**	28	29	9	30	13	23	18	50	**	**
	15%	-%	-%	14%	38%	13%	20%	13%	18%	3%	15%	**	13%	14%	12%	24%	21%	10%	21%	13%	**	**
				ab	abc		e	i	gi						lmn		q		s			
Considered and shopped in last 2 years	19	-	-	1	17	12	6	7	12	-	19	**	4	8	3	3	2	4	2	9	**	**
	3%	-%	-%	1%	10%	3%	3%	2%	3%	-%	3%	**	2%	4%	4%	3%	4%	2%	3%	3%	**	**
					abc																	
Considered and did not shop in last 2 years	21	-	5	-	16	15	6	8	13	-	21	**	6	8	1	5	2	6	4	14	**	**
	3%	-%	5%	-%	9%	3%	3%	3%	4%	-%	3%	**	3%	4%	2%	4%	3%	2%	4%	4%	**	**
			ac		ac				i													
None of these	404	126	112	166	-	277	126	152	252	12	404	**	114	163	38	89	44	107	56	237	**	**
	64%	100%	95%	78%	-%	64%	64%	52%	75%	19%	64%	**	52%	78%	54%	70%	72%	47%	65%	64%	**	**
		bcd	cd	d				i	gi					lno		ln	q					
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																					

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 290**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Switched in last 2 years	88 14%	** **	49 17% de	28 13% de	3 4%	6 7%	** **	24 17% i	47 16% i	17 9%	43 13%	45 15%	27 14%	28 14%	16 14%	17 13%	55 14%	33 14%	80 15%	8 10%
Contact with provider to make changes in last 12 months	96 15%	** **	43 15%	37 17%	8 14%	11 12%	** **	23 16%	48 16%	25 14%	51 16%	45 15%	32 17%	28 14%	18 16%	19 15%	60 15%	37 15%	83 15%	14 19%
Considered and shopped in last 2 years	19 3%	** **	12 4% de	7 3% de	- -%	- -%	** **	6 4%	9 3%	4 2%	12 4%	7 2%	8 4% m	3 2%	3 3%	4 3%	11 3%	7 3%	16 3%	2 3%
Considered and did not shop in last 2 years	21 3%	** **	10 4%	8 4%	1 1%	2 2%	** **	3 2%	12 4%	5 3%	10 3%	11 4%	7 4%	8 4%	3 3%	3 2%	15 4%	6 3%	16 3%	5 6%
None of these	404 64%	** **	176 61%	142 64%	47 80% bc	72 79% bc	** **	89 61%	181 61%	134 72% gh	213 65%	191 64%	119 61%	130 66%	70 64%	85 66%	249 64%	155 65%	357 65%	46 62%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 290**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Switched in last 2 years	88	76	**	**	**	37	29
	14%	14%	**	**	**	11%	16% e
Contact with provider to make changes in last 12 months	96	82	**	**	**	66	23
	15%	16%	**	**	**	19% f	12%
Considered and shopped in last 2 years	19	18	**	**	**	7	7
	3%	3%	**	**	**	2%	4%
Considered and did not shop in last 2 years	21	18	**	**	**	9	10
	3%	3%	**	**	**	3%	5%
None of these	404	336	**	**	**	229	121
	64%	63%	**	**	**	66%	64%

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 291**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INTER-				SIMPLE		STAND-		LAST 12		YES	NO	BUNDLE		STANDALONE		YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE
		INACTIVE	PASSIVE	ESTED	ENG-AGED	BUNDLE	ALONE	EVER	NEVER	MONTHS	SWITCHERS			NON-SWITCHERS	NON-SWITCHERS	NON-SWITCHERS							
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u	
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68	
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65	
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42	
Very active considerers	18	-	-	10	8	12	6	11	7	2	18	**	7	5	4	2	3	8	4	10	**	**	
	3%	-%	-%	5%	5%	3%	3%	4%	2%	3%	3%	**	3%	2%	6%	2%	6%	3%	4%	3%	**	**	
				ab	ab										mo								
Active considerers	116	-	-	38	77	80	35	66	50	14	116	**	53	27	13	23	10	53	14	72	**	**	
	18%	-%	-%	18%	45%	19%	18%	23%	15%	23%	18%	**	24%	13%	18%	18%	17%	24%	16%	19%	**	**	
				ab	abc			h	h				m										
Not considerers, but happy with existing AND definitely best	166	-	-	118	48	116	50	70	96	20	166	**	52	64	19	31	13	57	21	98	**	**	
	26%	-%	-%	55%	28%	27%	25%	24%	29%	32%	26%	**	23%	31%	27%	25%	21%	25%	24%	26%	**	**	
				abd	ab									l									
Not considerers, but happy with existing AND probably best	150	-	112	-	38	104	46	77	73	17	150	**	59	45	18	28	19	57	20	93	**	**	
	24%	-%	95%	-%	22%	24%	23%	26%	22%	27%	24%	**	26%	22%	26%	22%	31%	25%	23%	25%	**	**	
			acd		ac																		
None of these	178	126	5	47	-	119	59	67	111	10	178	**	51	68	17	43	16	51	28	98	**	**	
	28%	100%	5%	22%	-%	28%	30%	23%	33%	16%	28%	**	23%	33%	24%	34%	25%	23%	33%	26%	**	**	
		bcd	d	bd					gi					l		l							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 291**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24 ~a	25-44 b	45-64 c	65-74 d	65+ e	75+ ~f	16-34 g	35-54 h	55+ i	MALE j	FEMALE k	AB l	C1 m	C2 n	DE o	ABC1 p	C2DE q	URBAN r	RURAL s
Significance Level: 95%																				
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Very active considerers	18 3%	** **	9 3%	7 3%	- -%	1 1%	** **	4 3%	9 3%	5 3%	12 4%	6 2%	5 2%	7 4%	4 4%	2 2%	12 3%	6 3%	16 3%	2 2%
Active considerers	116 18%	** **	60 21%	42 19%	7 11%	10 11%	** **	29 20%	60 20%	27 15%	62 19%	54 18%	45 23%	32 16%	18 16%	21 16%	77 20%	39 16%	97 18%	19 25%
Not considerers, but happy with existing AND definitely best	166 26%	** **	88 30%	49 22%	16 27%	23 26%	** **	47 33%	73 25%	45 24%	86 26%	80 27%	38 20%	50 25%	37 34%	41 32%	88 23%	78 33%	153 28%	13 17%
Not considerers, but happy with existing AND probably best	150 24%	** **	73 25%	52 23%	13 22%	20 22%	** **	35 24%	79 26%	36 20%	80 24%	70 23%	48 25%	48 24%	25 23%	29 23%	96 25%	54 23%	131 24%	19 25%
None of these	178 28%	** **	61 21%	72 33%	23 39%	37 41%	** **	30 21%	76 26%	72 39%	90 27%	89 30%	57 30%	60 30%	26 24%	35 27%	117 30%	61 26%	155 28%	23 31%

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 291**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Very active considerers	18	15	**	**	**	5	8
	3%	3%	**	**	**	1%	4% e
Active considerers	116	103	**	**	**	64	31
	18%	19%	**	**	**	18%	17%
Not considerers, but happy with existing AND definitely best	166	137	**	**	**	106	46
	26%	26%	**	**	**	31% f	24%
Not considerers, but happy with existing AND probably best	150	124	**	**	**	91	44
	24%	23%	**	**	**	26%	23%
None of these	178	151	**	**	**	81	60
	28%	28%	**	**	**	23%	32% e

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

		TV INDEX				TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
		INTER-				SIMPLE	STAND-	LAST 12					BUNDLE		STANDA							
		INAC-	PASSIVE	ESTED	ENG-	BUNDLE	ALONE	EVER	NEVER	MONTHS	YES	NO	ERS	ITCHERS	ERS	ERS	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL
	Total	TIVE			AGED																	
		a	b	c	d	e	f	g	h	i	j	~k	l	m	n	o	p	q	r	s	~t	~u
Significance Level: 95%																						
Unweighted total	1075	225	199	371	280	732	343	496	579	104	1075	-	377	355	119	224	100	392	150	625	36	68
Effective Weighted Sample	1011	212	187	349	264	689	322	467	544	99	1011	-	355	334	112	210	95	369	142	590	34	65
Total	628	126	117	213	172	431	197	291	336	64	628	-	222	209	70	127	62	227	86	371	22	42
Inactive	126	126	-	-	-	87	39	40	86	4	126	**	30	57	10	29	12	28	17	71	**	**
	20%	100%	-%	-%	-%	20%	20%	14%	26%	6%	20%	**	13%	27%	14%	23%	19%	12%	20%	19%	**	**
		bcd						i	gi					ln	ln							
Passive	117	-	117	-	-	79	39	51	66	4	117	**	38	40	13	26	15	36	17	70	**	**
	19%	-%	100%	-%	-%	18%	20%	18%	20%	7%	19%	**	17%	19%	18%	20%	24%	16%	19%	19%	**	**
			acd					i	i													
Interested	213	-	-	213	-	144	69	89	124	11	213	**	67	77	22	47	22	66	33	123	**	**
	34%	-%	-%	100%	-%	33%	35%	31%	37%	17%	34%	**	30%	37%	32%	37%	36%	29%	38%	33%	**	**
				abd				i	gi													
Engaged	172	-	-	-	172	121	50	112	60	45	172	**	86	35	25	25	13	96	19	106	**	**
	27%	-%	-%	-%	100%	28%	26%	38%	18%	71%	27%	**	39%	17%	36%	20%	22%	42%	22%	29%	**	**
				abc				h	gh				mo		mo			p				
Total TV Index	41.3	-	24.8	41.8	82.2	41.4	40.9	49.2	34.4	69.2	41.3	**	49.3	33.1	48.9	36.5	38.1	51.9	39.3	41.8	**	**
				b	bc			h	gh				mo		mo			p				
Standard deviation	29.86	-	1.05	5.32	10.68	30.04	29.55	30.60	27.45	26.80	29.86	**	30.62	27.08	30.77	28.01	27.34	30.81	28.37	29.77	**	**
Standard error	.91	-	.07	.28	.64	1.11	1.60	1.37	1.14	2.63	.91	**	1.58	1.44	2.82	1.87	2.73	1.56	2.32	1.19	**	**
TV Index - past	16.8	-	.9	11.1	47.3	16.8	17.0	23.2	11.4	40.6	16.8	**	23.4	9.8	22.5	14.0	13.2	25.6	16.1	16.8	**	**
				b	bc			h	gh				mo		mo	m		p				
Standard deviation	23.22	-	4.20	20.80	8.66	23.19	23.35	24.66	20.40	19.70	23.22	**	24.65	19.24	24.86	22.00	21.81	24.75	22.96	23.15	**	**
Standard error	.71	-	.30	1.08	.52	.86	1.26	1.11	.85	1.93	.71	**	1.27	1.02	2.28	1.47	2.18	1.25	1.87	.93	**	**
TV Index - current	24.4	-	23.9	30.7	34.9	24.7	23.8	26.0	23.0	28.6	24.4	**	25.9	23.3	26.4	22.5	24.9	26.3	23.1	25.0	**	**
				b	bc			h	h				mo		o							
Standard deviation	16.54	-	5.25	16.68	6.31	16.41	16.84	15.66	17.16	14.25	16.54	**	15.50	17.26	16.26	17.06	16.19	15.55	17.35	16.17	**	**
Standard error	.50	-	.37	.87	.38	.61	.91	.70	.71	1.40	.50	**	.80	.92	1.49	1.14	1.62	.79	1.42	.65	**	**
Columns Tested:	a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u																					

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	1075	39	412	420	133	204	71	213	478	384	543	532	267	356	238	214	623	452	948	127
Effective Weighted Sample	1011	38	402	402	130	200	69	207	454	369	512	501	261	340	233	203	592	426	892	120
Total	628	25	290	222	59	91	32	146	297	185	329	299	194	196	109	129	390	238	553	75
Inactive	126	**	42	46	21	32	**	21	49	55	65	61	41	42	17	25	84	42	111	15
	20%	**	15%	21%	35%	35%	**	15%	17%	30%	20%	20%	21%	21%	16%	20%	21%	18%	20%	20%
				b	bc	bc				gh										
Passive	117	**	56	42	10	16	**	30	59	28	61	56	37	37	21	23	74	43	100	17
	19%	**	19%	19%	17%	17%	**	20%	20%	15%	19%	19%	19%	19%	19%	18%	19%	18%	18%	23%
Interested	213	**	96	80	19	30	**	47	99	67	111	102	57	68	41	47	125	88	191	22
	34%	**	33%	36%	32%	33%	**	32%	34%	36%	34%	34%	29%	35%	37%	37%	32%	37%	35%	30%
Engaged	172	**	96	54	9	14	**	48	89	35	92	80	59	49	30	34	108	64	151	21
	27%	**	33%	24%	16%	15%	**	33%	30%	19%	28%	27%	30%	25%	28%	26%	28%	27%	27%	27%
			cde	de				i	i											
Total TV Index	41.3	**	45.8	39.9	30.0	29.7	**	46.3	43.3	34.1	41.6	40.9	41.7	39.5	43.8	41.2	40.6	42.4	41.4	40.2
			cde	de				i	i											
Standard deviation	29.86	**	29.98	28.87	28.39	27.89	**	30.89	29.30	28.79	29.91	29.86	31.07	29.27	29.35	29.51	30.16	29.40	29.85	30.14
Standard error	.91	**	1.48	1.41	2.46	1.95	**	2.12	1.34	1.47	1.28	1.29	1.90	1.55	1.90	2.02	1.21	1.38	.97	2.67
TV Index - past	16.8	**	18.6	17.0	9.6	9.7	**	18.9	18.2	13.0	16.8	16.9	18.2	15.8	17.2	16.2	17.0	16.6	16.8	17.3
			de	de				i	i											
Standard deviation	23.22	**	23.76	23.28	19.63	19.59	**	24.02	23.59	21.61	23.24	23.24	23.63	22.78	23.53	23.17	23.21	23.29	23.25	23.16
Standard error	.71	**	1.17	1.14	1.70	1.37	**	1.65	1.08	1.10	1.00	1.01	1.45	1.21	1.53	1.58	.93	1.10	.76	2.05
TV Index - current	24.4	**	27.2	22.8	20.4	20.0	**	27.4	25.0	21.1	24.9	23.9	23.5	23.7	26.6	25.0	23.6	25.7	24.6	23.0
			cde					i	i					lm				p		
Standard deviation	16.54	**	15.35	17.00	17.36	17.52	**	15.41	15.98	17.74	16.45	16.65	16.36	16.91	16.23	16.49	16.62	16.35	16.56	16.41
Standard error	.50	**	.76	.83	1.51	1.23	**	1.06	.73	.91	.71	.72	1.00	.90	1.05	1.13	.67	.77	.54	1.46
Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s																				

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 292**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with Pay TV, where the bill is paid within in the household

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	e	f
Unweighted total	1075	903	87	54	31	600	324
Effective Weighted Sample	1011	850	81	51	29	564	305
Total	628	530	51	30	17	348	189
Inactive	126	105	**	**	**	55	42
	20%	20%	**	**	**	16%	22% e
Passive	117	95	**	**	**	71	35
	19%	18%	**	**	**	20%	19%
Interested	213	181	**	**	**	129	61
	34%	34%	**	**	**	37%	32%
Engaged	172	149	**	**	**	93	51
	27%	28%	**	**	**	27%	27%
Total TV Index	41.3	41.8	**	**	**	42.2	40.0
Standard deviation	29.86	29.97	**	**	**	28.40	30.09
Standard error	.91	1.00	**	**	**	1.16	1.67
TV Index - past	16.8	17.3	**	**	**	16.3	16.7
Standard deviation	23.22	23.38	**	**	**	23.11	22.98
Standard error	.71	.78	**	**	**	.94	1.28
TV Index - current	24.4	24.4	**	**	**	26.0 f	23.4
Standard deviation	16.54	16.53	**	**	**	15.57	17.18
Standard error	.50	.55	**	**	**	.64	.95
Columns Tested: a,b,c,d - e,f							

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 293**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	TV INDEX				TV		TV SWITCH				PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	INTER-				SIMPLE STAND-		LAST 12 MONTHS						BUNDLE STANDALONE									
	INAC- PASSIVE ESTED ENG- AGED				BUNDLE ALONE		EVER NEVER				YES NO		BUNDLE STANDALONE				YES NO		DUAL		TRIPLE SINGLEMULTIPL	
	Total	a	b	c	~d	~e	f	g	h	~i	~j	k	~l	~m	n	o	~p	q	r	~s	~t	~u
Significance Level: 95%																						
Unweighted total	753	333	149	223	48	52	701	181	572	34	-	753	16	36	165	536	32	148	254	32	26	8
Effective Weighted Sample	702	311	139	208	45	50	653	170	533	32	-	702	15	34	155	499	30	139	239	31	24	8
Total	419	181	85	124	29	26	393	103	316	20	-	419	8	18	96	298	19	83	141	16	15	5
Switched in last 2 years	24	-	-	7	**	**	20	24	-	**	**	24	**	**	20	-	**	23	8	**	**	**
	6%	-%	-%	6%	**	**	5%	23%	-%	**	**	6%	**	**	21%	-%	**	28%	6%	**	**	**
				ab				h							o							
Considered and shopped in last 2 years	9	-	-	2	**	**	7	3	6	**	**	9	**	**	2	5	**	2	1	**	**	**
	2%	-%	-%	2%	**	**	2%	3%	2%	**	**	2%	**	**	2%	2%	**	3%	1%	**	**	**
				a																		
Considered and did not shop in last 2 years	7	-	1	-	**	**	7	3	4	**	**	7	**	**	3	4	**	1	3	**	**	**
	2%	-%	1%	-%	**	**	2%	3%	1%	**	**	2%	**	**	3%	1%	**	2%	2%	**	**	**
				a																		
None of these	380	181	83	115	**	**	359	74	306	**	**	380	**	**	71	289	**	57	129	**	**	**
	91%	100%	99%	93%	**	**	91%	71%	97%	**	**	91%	**	**	74%	97%	**	68%	91%	**	**	**
		bc	c						g						n							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 293**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	753	35	173	247	146	298	152	122	199	432	345	408	138	200	162	253	338	415	619	134
Effective Weighted Sample	702	34	168	237	143	292	149	119	191	414	322	380	133	189	157	236	318	385	577	125
Total	419	26	124	138	65	131	66	89	126	204	198	221	91	105	73	151	195	224	347	72
Switched in last 2 years	24	**	10	10	3	4	1	5	11	8	11	13	6	3	7	8	9	14	22	2
	6%	**	8%	7%	4%	3%	2%	6%	9%	4%	6%	6%	7%	3%	9%	5%	5%	6%	6%	3%
			ef	ef					i						m					
Considered and shopped in last 2 years	9	**	5	3	-	-	-	4	3	2	6	3	2	2	-	5	3	5	9	-
	2%	**	4%	2%	-%	-%	-%	5%	2%	1%	3%	1%	2%	2%	-%	3%	2%	2%	3%	-%
			def	e				i							n					
Considered and did not shop in last 2 years	7	**	3	3	-	*	*	2	3	1	4	3	1	3	1	1	4	3	5	2
	2%	**	3%	2%	-%	*%	1%	3%	2%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	3%
			e	e																
None of these	380	**	106	122	62	127	64	78	109	193	177	202	82	97	65	137	178	202	311	69
	91%	**	85%	88%	96%	97%	97%	87%	86%	95%	89%	92%	90%	92%	89%	90%	91%	90%	90%	95%
					bc	bc	bc			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 293**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT7/8/9a/9b/18. Variable used for calculating past TV score  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	753	621	70	43	19	41	-
Effective Weighted Sample	702	578	66	40	18	38	-
Total	419	345	41	23	11	24	-
Switched in last 2 years	24	21	**	**	**	**	**
	6%	6%	**	**	**	**	**
Considered and shopped in last 2 years	9	8	**	**	**	**	**
	2%	2%	**	**	**	**	**
Considered and did not shop in last 2 years	7	6	**	**	**	**	**
	2%	2%	**	**	**	**	**
None of these	380	309	**	**	**	**	**
	91%	90%	**	**	**	**	**
Columns Tested: a,b,c,d - e,f							

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 294**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	TV INDEX					TV		TV SWITCH			PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH	
	Total	INTER-				SIMPLE BUNDLE	STAND-ALONE	EVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	BUNDLE NON-SWITCHERS	STANDALONE SWITCH	STANDALONE NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPLE	
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u		
Significance Level: 95%																						
Unweighted total	753	333	149	223	48	52	701	181	572	34	-	753	16	36	165	536	32	148	254	32	26	8
Effective Weighted Sample	702	311	139	208	45	50	653	170	533	32	-	702	15	34	155	499	30	139	239	31	24	8
Total	419	181	85	124	29	26	393	103	316	20	-	419	8	18	96	298	19	83	141	16	15	5
Very active considerers	7	-	-	6	**	**	5	4	3	**	**	7	**	**	3	2	**	2	1	**	**	**
	2%	-%	-%	5%	**	**	1%	4%	1%	**	**	2%	**	**	3%	1%	**	2%	1%	**	**	**
				ab				h							o							
Active considerers	37	-	-	21	**	**	33	15	22	**	**	37	**	**	14	20	**	10	14	**	**	**
	9%	-%	-%	17%	**	**	8%	15%	7%	**	**	9%	**	**	14%	7%	**	13%	10%	**	**	**
				ab				h							o							
Not considerers, but happy with existing AND definitely best	96	-	-	87	**	**	91	22	73	**	**	96	**	**	21	70	**	17	34	**	**	**
	23%	-%	-%	70%	**	**	23%	21%	23%	**	**	23%	**	**	21%	24%	**	21%	24%	**	**	**
				ab																		
Not considerers, but happy with existing AND probably best	88	-	83	-	**	**	82	25	63	**	**	88	**	**	24	58	**	21	32	**	**	**
	21%	-%	99%	-%	**	**	21%	24%	20%	**	**	21%	**	**	25%	19%	**	26%	23%	**	**	**
			ac																			
None of these	192	181	1	9	**	**	183	37	155	**	**	192	**	**	35	148	**	32	60	**	**	**
	46%	100%	1%	7%	**	**	47%	35%	49%	**	**	46%	**	**	37%	50%	**	39%	43%	**	**	**
		bc		b					g						n							

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u



**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 294**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	753	35	173	247	146	298	152	122	199	432	345	408	138	200	162	253	338	415	619	134
Effective Weighted Sample	702	34	168	237	143	292	149	119	191	414	322	380	133	189	157	236	318	385	577	125
Total	419	26	124	138	65	131	66	89	126	204	198	221	91	105	73	151	195	224	347	72
Very active considerers	7	**	5	2	1	1	-	3	4	1	2	5	1	2	2	2	3	4	6	1
	2%	**	4%	1%	1%	*%	-%	3%	3%	*%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%
			ef					i	i											
Active considerers	37	**	20	11	3	5	2	9	18	9	19	18	6	12	7	12	18	19	31	6
	9%	**	16%	8%	5%	4%	3%	11%	14%	5%	9%	8%	7%	11%	9%	8%	9%	8%	9%	9%
			cdef					i	i											
Not considerers, but happy with existing AND definitely best	96	**	29	30	13	31	18	21	29	45	43	52	21	20	19	35	41	54	79	16
	23%	**	24%	22%	21%	24%	27%	24%	23%	22%	22%	24%	23%	20%	26%	23%	21%	24%	23%	22%
Not considerers, but happy with existing AND probably best	88	**	27	31	10	23	13	21	27	40	39	49	20	20	17	31	40	48	77	11
	21%	**	22%	22%	15%	18%	20%	24%	21%	20%	20%	22%	22%	19%	23%	21%	21%	21%	22%	15%
None of these	192	**	42	65	38	71	33	35	48	109	95	97	42	51	29	71	92	99	154	38
	46%	**	34%	47%	59%	54%	50%	39%	38%	53%	48%	44%	46%	48%	39%	47%	47%	44%	44%	52%
			b	b	bc	b	b			gh										

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 294**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**QT5/8/19a. Variable used for calculating current TV score  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	753	621	70	43	19	41	-
Effective Weighted Sample	702	578	66	40	18	38	-
Total	419	345	41	23	11	24	-
Very active considerers	7	6	**	**	**	**	**
	2%	2%	**	**	**	**	**
Active considerers	37	34	**	**	**	**	**
	9%	10%	**	**	**	**	**
Not considerers, but happy with existing AND definitely best	96	76	**	**	**	**	**
	23%	22%	**	**	**	**	**
Not considerers, but happy with existing AND probably best	88	73	**	**	**	**	**
	21%	21%	**	**	**	**	**
None of these	192	156	**	**	**	**	**
	46%	45%	**	**	**	**	**

Columns Tested: a,b,c,d - e,f

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	TV INDEX				TV		TV SWITCH				PAY TV		TV				SWITCHED WHEN MOVING		BUNDLE TYPE		TV SWITCH		
	Total	INAC-TIVE	PASSIVE	ESTED ENG-AGED		BUNDLE	STAND-ALONE	EVER	NEVER	LAST 12 MONTHS	YES	NO	BUNDLE SWITCHERS	NON-SW	STANDALONE SWITCH	NON SWITCH	YES	NO	DUAL	TRIPLE	SINGLE	MULTIPL	E
		a	b	c	~d	~e	f	g	h	~i	~j	k	~l	~m	n	o	~p	q	r	~s	~t	~u	
Significance Level: 95%																							
Unweighted total	753	333	149	223	48	52	701	181	572	34	-	753	16	36	165	536	32	148	254	32	26	8	
Effective Weighted Sample	702	311	139	208	45	50	653	170	533	32	-	702	15	34	155	499	30	139	239	31	24	8	
Total	419	181	85	124	29	26	393	103	316	20	-	419	8	18	96	298	19	83	141	16	15	5	
Inactive	181	181	-	-	**	**	173	28	153	**	**	181	**	**	27	146	**	24	55	**	**	**	
	43%	100%	-%	-%	**	**	44%	27%	48%	**	**	43%	**	**	29%	49%	**	29%	39%	**	**	**	
		bc							g						n								
Passive	85	-	85	-	**	**	80	22	63	**	**	85	**	**	21	58	**	18	31	**	**	**	
	20%	-%	100%	-%	**	**	20%	21%	20%	**	**	20%	**	**	22%	20%	**	22%	22%	**	**	**	
			ac																				
Interested	124	-	-	124	**	**	116	32	92	**	**	124	**	**	29	86	**	22	47	**	**	**	
	30%	-%	-%	100%	**	**	29%	31%	29%	**	**	30%	**	**	31%	29%	**	26%	33%	**	**	**	
				ab																			
Engaged	29	-	-	-	**	**	25	21	8	**	**	29	**	**	18	7	**	19	7	**	**	**	
	7%	-%	-%	-%	**	**	6%	20%	3%	**	**	7%	**	**	18%	2%	**	23%	5%	**	**	**	
								h							o								
Total TV Index	22.5	-	24.9	40.4	**	**	21.8	35.3	18.4	**	**	22.5	**	**	33.6	18.0	**	35.8	22.8	**	**	**	
				b				h							o								
Standard deviation	23.64	-	.60	4.09	**	**	23.06	29.59	19.67	**	**	23.64	**	**	29.00	19.38	**	31.28	21.74	**	**	**	
Standard error	.86	-	.05	.27	**	**	.87	2.20	.82	**	**	.86	**	**	2.26	.84	**	2.57	1.36	**	**	**	
TV Index - past	4.2	-	.3	3.7	**	**	3.8	13.5	1.2	**	**	4.2	**	**	12.3	1.1	**	15.5	3.7	**	**	**	
				b				h							o								
Standard deviation	13.56	-	2.39	13.15	**	**	12.87	21.93	7.12	**	**	13.56	**	**	21.22	6.71	**	23.05	12.70	**	**	**	
Standard error	.49	-	.20	.88	**	**	.49	1.63	.30	**	**	.49	**	**	1.65	.29	**	1.89	.80	**	**	**	
TV Index - current	18.3	-	24.6	36.7	**	**	18.0	21.8	17.2	**	**	18.3	**	**	21.3	16.9	**	20.3	19.1	**	**	**	
				b				h							o								
Standard deviation	17.67	-	2.98	10.86	**	**	17.62	17.38	17.64	**	**	17.67	**	**	17.32	17.61	**	17.20	17.40	**	**	**	
Standard error	.64	-	.24	.73	**	**	.67	1.29	.74	**	**	.64	**	**	1.35	.76	**	1.41	1.09	**	**	**	

Columns Tested: a,b,c,d - e,f - g,h,i - j,k - l,m,n,o - p,q - r,s - t,u

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	Total	AGE						AGE(2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY	
		16-24	25-44	45-64	65-74	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Unweighted total	753	35	173	247	146	298	152	122	199	432	345	408	138	200	162	253	338	415	619	134
Effective Weighted Sample	702	34	168	237	143	292	149	119	191	414	322	380	133	189	157	236	318	385	577	125
Total	419	26	124	138	65	131	66	89	126	204	198	221	91	105	73	151	195	224	347	72
Inactive	181	**	39	60	36	69	33	33	44	105	88	93	39	49	27	66	87	94	146	36
	43%	**	32%	43%	56%	52%	49%	37%	35%	51%	44%	42%	43%	47%	37%	44%	45%	42%	42%	49%
				b	bc	bc	b			gh										
Passive	85	**	26	30	9	22	12	21	26	38	38	47	19	19	15	32	38	46	73	11
	20%	**	21%	22%	14%	17%	19%	23%	20%	19%	19%	21%	21%	18%	20%	21%	20%	21%	21%	15%
Interested	124	**	43	37	18	38	20	26	44	55	58	66	27	30	24	43	57	67	100	24
	30%	**	35%	27%	28%	29%	30%	29%	35%	27%	29%	30%	30%	29%	33%	28%	29%	30%	29%	33%
									i											
Engaged	29	**	15	11	1	2	1	10	13	6	14	15	6	6	7	10	12	17	28	2
	7%	**	12%	8%	1%	2%	2%	11%	10%	3%	7%	7%	6%	6%	9%	7%	6%	8%	8%	2%
			def	def				i	i										s	
Total TV Index	22.5	**	29.2	22.7	16.2	17.1	18.0	26.5	27.2	17.9	22.1	22.9	22.6	20.4	25.6	22.5	21.4	23.5	23.4	18.4
			cdef	def				i	i						m				s	
Standard deviation	23.64	**	26.06	24.18	19.73	19.41	19.20	26.07	24.87	20.83	23.64	23.69	23.35	22.05	24.47	24.53	22.63	24.50	24.35	19.50
Standard error	.86	**	1.98	1.54	1.63	1.12	1.56	2.36	1.76	1.00	1.27	1.17	1.99	1.56	1.92	1.54	1.23	1.20	.98	1.68
TV Index - past	4.2	**	6.6	5.1	2.1	1.6	1.1	5.7	6.0	2.5	4.6	3.9	4.5	3.0	4.9	4.5	3.7	4.7	4.7	1.8
			def	def				i	i										s	
Standard deviation	13.56	**	16.51	14.70	10.02	8.68	7.18	15.43	15.90	10.66	14.07	13.10	14.20	11.24	14.61	14.18	12.69	14.29	14.34	8.58
Standard error	.49	**	1.26	.94	.83	.50	.58	1.40	1.13	.51	.76	.65	1.21	.79	1.15	.89	.69	.70	.58	.74
TV Index - current	18.3	**	22.7	17.6	14.1	15.5	16.9	20.8	21.1	15.5	17.5	19.0	18.0	17.4	20.6	18.0	17.7	18.8	18.7	16.5
			cdef					i	i											
Standard deviation	17.67	**	17.44	17.48	17.59	17.64	17.72	17.66	17.63	17.35	17.62	17.73	17.67	17.69	17.76	17.70	17.64	17.73	17.58	18.14
Standard error	.64	**	1.33	1.11	1.46	1.02	1.44	1.60	1.25	.83	.95	.88	1.50	1.25	1.40	1.11	.96	.87	.71	1.57

Columns Tested: a,b,c,d,e,f - g,h,i - j,k - l,m,n,o - p,q - r,s

**OFCOM SWITCHING TRACKER 2017. 2nd August to 2nd September 2017.**

**Table 295**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**TV category based on past and present only  
by TV CROSS-BREAKS**

Base : Those with Free-to-air TV

	Total	NATION				PAY TV SUPPLIER	
		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	SKY	VIRGIN MEDIA
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	753	621	70	43	19	41	-
Effective Weighted Sample	702	578	66	40	18	38	-
Total	419	345	41	23	11	24	-
Inactive	181	146	**	**	**	**	**
	43%	42%	**	**	**	**	**
Passive	85	70	**	**	**	**	**
	20%	20%	**	**	**	**	**
Interested	124	103	**	**	**	**	**
	30%	30%	**	**	**	**	**
Engaged	29	26	**	**	**	**	**
	7%	7%	**	**	**	**	**
Total TV Index	22.5	23.0	**	**	**	**	**
Standard deviation	23.64	23.78	**	**	**	**	**
Standard error	.86	.95	**	**	**	**	**
TV Index - past	4.2	4.5	**	**	**	**	**
Standard deviation	13.56	13.99	**	**	**	**	**
Standard error	.49	.56	**	**	**	**	**
TV Index - current	18.3	18.5	**	**	**	**	**
Standard deviation	17.67	17.64	**	**	**	**	**
Standard error	.64	.71	**	**	**	**	**

Columns Tested: a,b,c,d - e,f